C7715-3
12/5/88 A

SEPTEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	21058	31941	65.93	2.25	3.31
(LeBaron)	10412	19004	54.79	1.11	1.97
(New Yorker)	8202	4698	174.58	.88	.49
(5th Ave)	1670	6988	23.90	.18	.72
(Imperial)	-	-	-	-	-
DODGE	42788	32932	129.93	4.57	3.41
(Daytona)	5909	4578	129.07	.63	.47
(Shadow)	7396	6392	125.09	.86	.66
(Spirit)	-	-	-	-	-
(Dynasty)	5309	4	-	.67	-
(Aries)	5902	7897	87.40	.74	.82
PLYMOUTH	29899	26433	113.11	3.19	2.74
(Horizon)	7459	1005	742.19	.80	.10
(Sundance)	8085	6340	127.52	.86	.66
(Acclaim)	-	-	-	-	-
(Reliant)	8094	8442	95.88	.86	.88
(Laser)	-	-	-	-	-
EAGLE	6456	4615	139.89	.69	.48
(Premier)	3945	-	-	.42	-
CHRYSLER MTR CORP	100201	95921	104.46	10.70	9.94
FORD	133522	131919	104.25	14.68	13.67
(Escort)	39591	40319	98.19	4.23	4.19
(Probe)	9479	-	-	1.01	-
(Mustang)	12302	12902	95.35	1.31	1.34
(Tempo)	24890	13935	178.61	2.66	1.44
(Taurus)	25583	35615	71.83	2.73	3.69
(Crown Victoria)	8675	8137	106.61	.93	.84
(Thunderbird)	10326	15480	66.71	1.10	1.60
LINCOLN	18599	15574	120.07	2.00	1.61
MERCURY	42837	46728	91.67	4.57	4.85
(Topaz)	7808	4707	165.88	.83	.49
(Sable)	9285	12124	76.58	.99	1.25
(Cougar)	9712	12131	80.06	1.04	1.26
(Grand Marquis)	10290	9612	107.05	1.10	1.00
LINC/MERC DIV.	62717	64829	96.74	6.70	6.72
FORD MOTOR CO.	200239	196748	101.77	21.38	20.39
BUICK	54421	55789	97.55	5.81	5.78
(Skyhawk)	1790	3973	45.05	.19	.41
(Somerset/Skylrk)	5141	6663	77.16	.55	.69
(Century)	13690	16812	81.43	1.46	1.75
(Regal)	12418	1777	328.78	1.33	.39
(Riviera)	566	886	63.88	.06	.09
(Reatta)	402	-	-	.04	-
CADILLAC	22512	26731	84.22	2.40	2.77
(Allante)	271	187	144.92	.03	.02
(Eldorado)	3061	1782	171.77	.32	.18
(Seville)	1709	1248	136.94	.18	.13
CHEVROLET	115645	139887	82.67	12.34	14.50
(Nova)	9305	13144	70.79	.99	1.36
(Celebrity)	20911	21741	95.68	2.22	2.25
(Corsica)	11721	14397	88.36	1.36	1.49
(Beretta)	13289	16362	81.22	1.42	1.70
(Cavalier)	24873	23204	107.19	2.66	2.41
(Camaro)	7440	10290	72.30	.79	1.07
(Corvette)	1709	1659	103.01	.18	.17
(Monte Carlo)	1510	5114	31.36	.16	.53
OLDSMOBILE	65249	68218	95.65	6.97	7.07
(Calais)	9264	9456	97.97	.99	.98
(Cutlass Ciera)	24380	26124	93.32	2.61	2.70
(Cutlass)	12461	5962	209.01	1.33	.62
(Toronado)	1167	1329	87.81	.12	.14
PONTIAC	61969	63154	98.12	6.62	6.55
(Sunbird)	6768	6723	100.67	.72	.70
(Grand Am)	16265	14897	109.18	1.74	1.56
(6000)	7845	10542	74.42	.84	1.09
(Bonneville)	7095	10563	67.17	.76	1.09
(Firebird)	4505	6173	72.98	.48	.64
(Fiero)	2269	3415	66.44	.24	.35
(Grand Prix)	10830	994	-	1.16	.10
GEN. MTRS CORP	319796	353779	90.39	34.14	36.67
Misc Domestic	49	11	445.45	.01	-
Other Import	316275	318437	99.32	33.77	33.00
U.S. TOTAL	936560	964896	97.06		

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UNITED STATES SUMMARY
SEPTEMBER 1988 ISSUED 11/88

R. 9-88

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	224469	217889	103.02	2.81	2.81	297401
(LeBaron)	115061	121497	94.70	1.44	1.57	165025
(New Yorker)	67934	43025	157.89	.85	.55	57121
(5th AVE)	33727	39775	84.79	.42	.51	58583
(Imperial)	-	-	-	-	-	-
DODGE	377240	311556	121.08	4.72	4.00	408333
(Daytona)	57881	25750	224.78	.72	.33	37125
(Shadow)	67969	59390	114.45	.85	.76	76927
(Spirit)	-	-	-	-	-	-
(Dynasty)	50376	4	-	.63	-	2276
(Aries)	76503	70855	107.97	.96	.91	101266
PLYMOUTH	259326	269219	96.33	3.24	3.47	344656
(Horizon)	46800	42508	110.10	.59	.55	48864
(Sundance)	64789	59619	108.67	.81	.77	75313
(Acclaim)	-	-	-	-	-	-
(Reliant)	87507	74906	116.82	1.09	.96	106156
(Laser)	-	-	-	-	-	-
EAGLE	44383	34069	130.27	.55	.44	44740
(Premier)	26709	-	-	.33	-	111
CHRYSLER MTR CORP	905418	832733	108.73	11.32	10.72	1095130
FORD	1203545	1090795	110.34	15.05	14.04	1421299
(Escort)	291107	299302	97.26	3.64	3.85	393786
(Probe)	37671	-	-	.47	-	-
(Mustang)	133443	132998	100.33	1.67	1.71	171026
(Tempo)	211813	178310	118.79	2.65	2.30	223350
(Taurus)	293835	275626	106.61	3.67	3.55	357652
(Crown Victoria)	86965	91886	94.64	1.09	1.18	118464
(Thunderbird)	97479	99624	97.85	1.22	1.28	132080
LINCOLN	139295	123692	112.61	1.74	1.59	167290
MERCURY	375535	357547	105.03	4.69	4.61	464382
(Topaz)	63005	51332	122.74	.79	.66	63217
(Sable)	92834	77664	119.53	1.16	1.00	103159
(Cougar)	86755	85473	101.50	1.08	1.10	110112
(Grand Marquis)	87161	90427	96.39	1.09	1.17	118255
LINC/MERC DIV	523236	490684	106.63	6.54	6.32	645171
FORD MOTOR CO	1726781	1581479	109.19	21.59	20.36	2086470
BUICK	433737	422151	102.74	5.42	5.44	557095
(Skyhawk)	20574	30008	68.56	.26	.39	39509
(Somerset/Skyjrk)	46611	55032	84.70	.58	.71	68029
(Century)	92050	117156	78.57	1.15	1.50	152189
(Regal)	93054	38703	240.43	1.16	.50	58771
(Riviera)	6947	13798	50.35	.09	.18	16493
(Reatta)	2304	-	-	.03	-	10
CADILLAC	190366	192737	98.77	2.38	2.48	258991
(Allante)	2603	1326	196.30	.03	.02	2068
(Eldorado)	22667	14426	157.13	.29	.19	20357
(Seville)	16259	15652	103.88	.20	.19	20725
CHEVROLET	1138539	1178163	98.33	14.48	15.17	1496074
(Nova)	82492	118300	69.73	1.03	1.52	135120
(Celebrity)	193406	248471	77.84	2.42	3.21	313885
(Corsica)	160546	73339	218.91	2.01	.94	100231
(Beretta)	146217	81151	180.18	1.83	1.04	108614
(Cavalier)	235291	235396	99.96	2.92	3.03	298995
(Camaro)	74023	96122	77.01	.93	1.24	117060
(Corvette)	18154	18410	98.61	.23	.24	24878
(Monte Carlo)	27774	48494	57.28	.35	.62	63854
OLDSMOBILE	539013	567446	94.99	6.74	7.31	717262
(Calais)	80105	80473	99.54	1.00	1.04	100882
(Cutlass Ciera)	181301	195279	92.84	2.27	2.52	246658
(Cutlass)	77430	78581	98.54	.97	1.01	95403
(Toronado)	12281	12351	99.43	.15	.16	16199
PONTIAC	572040	545174	104.93	7.15	7.02	698143
(Sunbird)	61119	65531	93.27	.76	.84	80166
(Grand AM)	170712	167339	102.02	2.14	2.16	214141
(6000)	73952	94860	77.96	.92	1.22	124199
(Bonneville)	82852	73396	112.88	1.04	.94	99825
(Firebird)	45192	61029	74.05	.56	.79	73822
(Fiero)	20593	36341	56.67	.26	.47	42663
(Grand Prix)	67367	11970	562.80	.84	.15	14344
GEN MTR CORP	2893695	2905671	99.59	36.17	37.42	3727565
Misc Domestic	111	59	188.14	-	-	60
Other Import	2473024	2446913	101.07	30.92	31.50	3276415
U.S TOTAL	7999029	7766853	102.99			10165660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	2	-	277	1155	23.98	.01	.03
Chevrolet	120991	25.73	999136	884596	112.95	25.29	23.49
Dodge	47549	10.11	440851	432368	101.96	11.16	11.48
Ford	133164	28.32	1150187	1081435	106.36	29.11	28.74
Freightliner	2161	.46	17427	17490	99.64	.44	.46
G.M.C.	35049	7.45	292128	256158	114.04	7.40	6.80
Hino	205	.04	1544	1243	124.22	.04	.03
Isuzu	10229	2.18	65503	74332	88.12	1.66	1.97
Iveco	296	.06	1744	1715	101.69	.04	.05
Jeep	22266	4.74	182579	147598	123.70	4.62	3.92
Kenworth	1413	.30	12159	10804	112.54	.31	.29
Mack/Midliner	2424	.52	18813	17382	108.23	.48	.46
Mercedes Benz	263	.06	2305	3021	76.30	.06	.08
Navistar	7402	1.57	62294	51579	120.77	1.58	1.37
Nissan	17153	3.65	129636	167646	77.33	3.28	4.45
Peterbilt	1615	.34	12107	8938	135.46	.31	.24
Plymouth	14727	3.13	148230	102168	145.08	3.75	2.71
Scania	10	-	121	88	137.50	-	-
Volvo	178	.04	1278	1818	70.30	.03	.05
Western Star	120	.03	1089	1042	104.51	.03	.03
White	44	.01	1789	5744	31.15	.05	.15
WHITEGMC	1429	.30	8001	-	-	.20	-
Other Imports	50530	10.75	393255	492082	79.92	9.96	13.07
Miscellaneous Domestic	998	.21	7667	4945	155.05	.19	.13
U. S. Total	470218		3950120	3765347	104.91		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	277
Chevrolet	592223	371811	21144	1458	220	6014	5969	297
Dodge	353045	87806	-	-	-	-	-	-
Ford	600462	495052	-	12153	-	7383	25055	10082
Freightliner	-	-	-	-	-	-	-	17427
G.M.C.	140825	122378	2142	630	3681	8745	12220	1507
Hino	-	-	-	-	430	372	742	-
Isuzu	60777	-	3523	244	331	362	266	-
Iveco	-	-	894	479	286	135	-	-
Jeep	172010	10569	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	333	11826
Mack/Midliner	-	-	-	-	-	1200	1940	15673
Mercedes Benz	-	-	-	-	-	826	1479	-
Navistar	-	-	-	122	265	19110	17824	24973
Nissan	128602	-	-	-	561	188	285	-
Peterbilt	-	-	-	-	-	-	252	11855
Plymouth	148230	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	121
Volvo	-	-	-	-	-	-	1085	193
Western Star	-	-	-	-	-	-	-	1089
White	-	-	-	-	-	-	-	1789
WHITEGMC	-	-	-	-	-	-	-	8001
Other Imports	389409	1900	981	-	336	388	235	-
Miscellaneous Domestic	-	1205	-	4167	853	-	53	1389
Total	2585583	1090721	28690	19253	6913	44723	67738	106499
1987 Total	2608061	919389	28879	3297	6358	35090	67022	97251
1988 vs '87	99.14	118.64	99.35	583.96	108.73	127.45	101.07	109.51

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	38015	.48	41267	.53
Chevrolet Spectrum	57073	.71	61181	.79
Chrysler Conquest	7745	.10	9040	.12
Dodge Colt DL SW	33532	.42	33065	.43
Dodge Colt Vista SW	7846	.10	12912	.17
Eagle Medallion	10913	.14	8534	.11
Eagle Summit	883	.01	-	-
Ford Festiva	51232	.64	12557	.16
GM Lotus	-	-	-	-
L-M XR4	4100	.05	6112	.08
L-M Scorpio	4306	.05	3333	.04
Mercury Capri	-	-	-	-
Mercury Tracer	42938	.54	19481	.25
Plymouth Colt DL SW	29906	.37	29311	.39
Plymouth Colt Vista SW	7208	.09	11839	.15
Pontiac LeMans	44706	.56	21378	.28
T/C by Maserati	-	-	-	-
Others	-	-	724	.01
Total Domestic Sponsored Imports	340403	4.26	271334	3.49
OTHER IMPORTS				
Acura	96379	1.20	77391	1.00
Audi	19062	.24	35130	.45
BMW	55795	.70	64527	.83
Honda	497681	6.22	463024	5.95
Hyundai	207440	2.59	200845	2.58
Mazda	196503	2.46	155777	2.01
Mercedes Benz	64455	.81	70069	.90
Mitsubishi	48069	.60	46513	.60
Nissan	357786	4.47	391071	5.04
Saab	31100	.39	34595	.45
Subaru	116475	1.46	124317	1.60
Toyota	479645	6.00	443613	5.71
Volkswagen	132342	1.65	136214	1.75
Volvo	72856	.91	78571	1.01
Yugo	25011	.31	37950	.49
Others	72425	.91	87304	1.12
Total Other Imports	2473024	30.92	2446911	31.50
GRAND TOTAL ALL IMPORT CARS	2813427	35.17	2718245	35.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	43777	1.11	53614	1.42
Dodge RAIDER	5440	.14	14686	.39
OTHER IMPORTS				
Isuzu	60777	1.54	70338	1.87
Mazda	74633	1.89	104995	2.79
Mitsubishi	39522	1.00	42223	1.12
Nissan	128602	3.26	166338	4.42
Subaru	33	-	1454	.04
Suzuki	53889	1.36	62405	1.66
Toyota	215738	5.46	271378	7.21
Volkswagen	5018	.13	7461	.20
Others	2476	.06	1224	.03
Total Other Import Trucks	580688	14.70	727816	19.33
GRAND TOTAL ALL IMPORT TRUCKS	629905	15.95	796116	21.14

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	[illegible]
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963688

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/85 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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R. L. POLK & CO.

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175-184

OCTOBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	17799	28110	63.32	2.20	3.41
(LeBaron)	7655	15818	48.39	.95	1.91
(New Yorker)	7980	4339	183.91	.98	.53
(5th AVE)	1523	6998	21.76	.19	.85
(Imperial)	-	-	-	-	-
DODGE	38112	30581	124.63	4.73	3.71
(Daytona)	4536	3710	122.26	.56	.45
(Shadow)	6618	5203	127.20	.82	.63
(Spirit)	1	-	-	-	-
(Dynasty)	7599	138	-	.94	.02
(Aries)	7870	9467	83.13	.99	1.14
PLYMOUTH	24447	25327	96.53	3.03	3.08
(Horizon)	4904	1300	377.23	.61	.16
(Sundance)	6876	5005	137.38	.85	.61
(Acclaim)	-	-	-	-	-
(Reliant)	8051	10322	78.00	1.00	1.25
(Laser)	-	-	-	-	-
EAGLE	5838	3622	161.18	.72	.44
(Premier)	3755	-	-	.46	-
CHRYSLER MTRS CORP	86196	87640	98.35	10.68	10.64
FORD	122124	110506	110.51	15.12	13.42
(Escort)	32208	34339	93.79	3.99	4.17
(Probe)	9757	-	-	1.21	-
(Mustang)	11560	13165	86.29	1.41	1.60
(Tempo)	22392	10030	223.25	2.77	1.22
(Taurus)	25393	26910	94.36	3.14	3.27
(Crown Victoria)	8373	9145	91.56	1.04	1.11
(Thunderbird)	7286	12186	59.79	.90	1.48
LINCOLN	16122	14670	109.90	2.00	1.78
MERCURY	35916	37841	94.91	4.45	4.60
(Topaz)	7201	3379	213.11	.89	.41
(Sable)	8550	9346	91.48	1.06	1.14
(Cougar)	5964	9280	64.27	.74	1.13
(Grand Marquis)	9264	9496	97.56	1.15	1.15
LINC/MERC DIV.	53014	54322	97.59	6.57	6.60
FORD MOTOR CO.	175138	164828	106.26	21.69	20.02
BUICK	49406	46158	107.04	6.12	5.61
(Skyhawk)	1878	3272	57.40	.23	.40
(Somerset/Skylrk)	3875	4839	80.08	.48	.59
(Century)	12413	13382	92.76	1.54	1.63
(Regal)	11196	5043	222.01	1.39	.61
(Riviera)	1064	765	139.08	.13	.09
(Reatta)	483	-	-	.06	-
CADILLAC	20705	23976	86.36	2.56	2.91
(Allante)	226	171	132.16	.03	.02
(Eldorado)	2693	1629	165.32	.33	.19
(Seville)	1702	1131	150.49	.21	.14
CHEVROLET	96214	112349	85.64	11.92	13.65
(Nova)	6832	7855	86.98	.85	.95
(Celebrity)	17730	21812	81.29	2.20	2.64
(Corsica)	9958	10587	94.06	1.23	1.29
(Beretta)	9884	11250	87.86	1.22	1.37
(Cavalier)	21874	20398	107.24	2.71	2.48
(Camaro)	6375	7665	83.17	.79	.93
(Corvette)	1517	2040	74.36	.19	.25
(Monte Carlo)	1096	5572	19.71	.14	.68
OLDSMOBILE	56939	53213	107.00	7.05	6.46
(Calais)	7527	7264	103.62	.93	.88
(Cutlass Ciera)	19392	19219	100.90	2.39	2.34
(Cutlass)	11518	5770	199.62	1.43	.70
(Toronado)	1020	1099	92.81	.13	.13
PONTIAC	59762	54104	110.46	7.40	6.57
(Sunbird)	6475	4671	138.62	.80	.57
(Grand AM)	16548	16930	97.74	2.05	2.05
(6000)	7430	9791	75.89	.92	1.19
(Bonneville)	7751	8831	87.77	.96	1.07
(Firebird)	3941	4521	87.17	.49	.55
(Fiero)	1605	2225	72.13	.20	.27
(Grand Prix)	10425	738	-	1.29	.09
GEN MTRS CORP	283026	289800	97.66	35.05	35.20
Misc. Domestic	14	6	233.33	-	-
Other Import	263049	281114	93.57	32.58	34.14
U.S. TOTAL	807423	823388	98.06		

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UNITED STATES SUMMARY
OCTOBER 1988 ISSUED 12/88

R. 9-88

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	242268	245999	98.48	2.75	2.86	297401
(LeBaron)	122716	137315	89.37	1.39	1.60	165025
(New Yorker)	75914	47364	160.28	.86	.55	57721
(5th AVE)	35250	46773	75.36	.40	.54	58583
(Imperial)	-	-	-	-	-	-
DODGE	415352	342137	121.40	4.72	3.98	408333
(Daytona)	62417	29460	211.87	.71	.34	37125
(Shadow)	74587	64593	115.47	.85	.75	76927
(Spirit)	1	-	-	-	-	-
(Dynasty)	57975	142	-	.66	-	2278
(Aries)	84373	80322	105.04	.96	.94	101266
PLYMOUTH	283773	294546	96.34	3.22	3.43	344656
(Horizon)	51704	43808	118.02	.59	.51	48864
(Sundance)	71665	64624	110.90	.81	.75	75313
(Acclaim)	-	-	-	-	-	-
(Reliant)	95558	85228	112.12	1.08	1.00	106156
(Laser)	-	-	-	-	-	-
EAGLE	50221	37691	133.24	.57	.44	44740
(Premier)	30464	-	-	.35	-	111
CHRYSLER MTRS CORP.	991614	920373	107.74	11.26	10.71	1095130
FORD	1325669	1201301	110.35	15.06	13.99	1421299
(Escort)	323315	333641	96.91	3.69	3.89	393786
(Probe)	47428	-	-	.54	-	-
(Mustang)	144803	146163	99.07	1.64	1.70	171026
(Tempo)	234205	188340	124.35	2.66	2.19	223350
(Taurus)	319228	302536	105.52	3.62	3.52	357652
(Crown Victoria)	95338	101031	94.37	1.08	1.18	118464
(Thunderbird)	104765	111810	93.70	1.19	1.30	132080
LINCOLN	155417	138362	112.33	1.76	1.61	167290
MERCURY	411451	395388	104.06	4.67	4.60	464382
(Topaz)	70206	54711	128.32	.80	.64	63217
(Sable)	101384	87010	116.52	1.15	1.01	103159
(Cougar)	92719	94753	97.85	1.05	1.10	110112
(Grand Marquis)	96425	99923	96.50	1.09	1.16	118255
LINC/MERC. DIV.	576250	545006	105.73	6.54	6.34	645171
FORD MOTOR CO.	1901919	1746307	108.91	21.60	20.33	2066470
BUICK	483143	468309	103.17	5.49	5.45	557095
(Skyhawk)	22452	33280	67.46	.25	.39	39509
(Somerset/Skylrk)	50486	59871	84.32	.57	.70	68029
(Century)	104463	130538	80.02	1.20	1.51	152189
(Regal)	104250	43746	238.31	1.18	.51	58771
(Riviera)	8011	14563	55.01	.09	.17	16493
(Reatta)	2787	-	-	.03	-	10
CADILLAC	211071	216713	97.40	2.40	2.52	258991
(Allante)	2829	1497	188.98	.03	.02	2068
(Eldorado)	25360	16055	157.96	.30	.19	20357
(Seville)	17961	16783	107.02	.20	.19	20725
CHEVROLET	1254753	1290512	97.23	14.24	15.02	1496074
(Nova)	89324	126155	70.80	1.01	1.47	135129
(Celebrity)	211136	270283	78.12	2.40	3.13	313885
(Corsica)	170504	83926	203.16	1.94	.98	100231
(Beretta)	156101	92401	168.94	1.77	1.08	108614
(Cavalier)	257165	255794	100.54	2.92	2.98	298995
(Camaro)	80398	103787	77.46	.91	1.21	117060
(Corvette)	19671	20450	96.19	.22	.24	24878
(Monte Carlo)	28872	54056	53.41	.33	.63	63654
OLDSMOBILE	595952	620659	96.02	6.77	7.23	717262
(Calais)	87632	87737	99.88	1.00	1.02	100882
(Cutlass Ciera)	200693	214498	93.56	2.28	2.50	246658
(Cutlass)	88948	84351	105.45	1.01	.98	95403
(Toronado)	13301	13450	98.89	.15	.16	18199
PONTIAC	631802	599278	105.43	7.17	6.98	698143
(Sunbird)	67594	70202	96.29	.77	.82	80166
(Grand AM)	187260	184269	101.62	2.13	2.14	214141
(6000)	81382	104651	77.77	.92	1.22	124199
(Bonneville)	90603	82227	110.19	1.03	.96	99825
(Firebird)	49133	65550	74.95	.56	.76	73822
(Fiero)	22198	38566	57.56	.25	.45	42663
(Grand Prix)	77792	12708	612.15	.88	.15	14344
GEN. MTRS. CORP.	3176721	3195471	99.41	36.07	37.20	3727565
Misc. Domestic	125	65	192.31	-	-	80
Other Import	2736073	2728025	100.30	31.07	31.76	3276415
U.S. TOTAL	8806452	8590241	102.52			10165560

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	6	-	283	1274	22.21	.01	.03
Chevrolet	105248	25.66	1104384	979166	112.79	25.33	23.48
Dodge	40641	9.91	481492	476211	101.11	11.04	11.42
Ford	119879	29.21	1270066	1196041	106.19	29.13	28.69
Freightliner	2080	.51	19507	19791	98.57	.45	.47
G.M.C.	31154	7.59	323282	283907	113.87	7.41	6.81
Hino	139	.03	1683	1393	120.82	.04	.03
Isuzu	9219	2.25	74722	82238	90.86	1.71	1.97
Iveco	346	.08	2090	1891	110.52	.05	.05
Jeep	19336	4.71	201915	166116	121.55	4.63	3.98
Kenworth	1867	.46	14026	12256	114.44	.32	.29
Mack/Midliner	1904	.46	20717	19135	108.27	.48	.46
Mercedes Benz	255	.06	2560	3386	75.61	.06	.08
Navistar	8150	1.99	70444	58598	120.22	1.62	1.41
Nissan	13439	3.28	143075	185430	76.74	3.28	4.47
Peterbilt	1797	.44	13904	10192	136.42	.32	.24
Plymouth	13193	3.22	161429	113525	142.20	3.70	2.72
Scania	2	-	123	103	119.42	-	-
Volvo	163	.04	1441	2023	71.23	.03	.05
Western Star	106	.03	1195	1177	101.53	.03	.03
White	25	.01	1814	6727	26.97	.04	.16
WHITEGMC	1353	.33	9354	-	-	.21	-
Other Imports	39147	9.54	432402	543094	79.62	9.92	13.02
Miscellaneous Domestic	773	.19	8440	5670	148.85	.19	.14
U. S. Total	410228		4360348	4170344	104.56		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	283
Chevrolet	655878	409816	23104	1674	240	6704	6649	319
Dodge	385526	95966	-	-	-	-	-	-
Ford	681358	547764	-	13901	-	8106	27815	11122
Freightliner	-	-	-	-	-	-	-	19507
G.M.C.	156274	135491	2361	714	4057	9546	13174	1565
Hino	-	-	-	-	477	401	805	-
Isuzu	69453	-	3938	288	348	377	318	-
Iveco	-	-	1116	557	271	146	-	-
Jeep	190115	11800	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	371	13655
Mack/Midliner	-	-	-	-	-	1326	2109	17282
Mercedes Benz	-	-	-	-	-	915	1645	-
Navistar	-	-	-	146	287	22175	19743	28093
Nissan	141912	-	-	-	613	215	335	-
Peterbilt	-	-	-	-	-	-	297	13607
Plymouth	161429	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	123
Volvo	-	-	-	-	-	-	1225	216
Western Star	-	-	-	-	-	-	-	1195
White	-	-	-	-	-	-	-	1814
WHITEGMC	-	-	-	-	-	-	-	9354
Other Imports	428108	2083	1137	-	389	423	262	-
Miscellaneous Domestic	-	1298	-	4566	965	-	59	1552
Total	2850053	1204218	31656	21846	7647	50434	74807	119687
1987 Total	2876257	1027180	32195	3870	6967	39756	74505	109614
1988 vs '87	99.09	117.24	98.33	564.50	109.76	126.86	100.41	109.19

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	41867	.48	47443	.55
Chevrolet Spectrum	60929	.69	66847	.78
Chrysler Conquest	8386	.10	9872	.11
Dodge Colt DL SW	36642	.42	36502	.42
Dodge Colt Vista SW	8638	.10	14152	.16
Eagle Medallion	12238	.14	9904	.12
Eagle Summit	1528	.02	-	-
Ford Festiva	56587	.64	17271	.20
GM Lotus	-	-	-	-
L-M XR4	4688	.05	7384	.09
L-M Scorpio	4694	.05	3872	.05
Mercury Capri	-	-	-	-
Mercury Tracer	47815	.54	24057	.28
Plymouth Colt DL SW	32514	.37	33145	.39
Plymouth Colt Vista SW	7966	.09	12965	.15
Pontiac LeMans	49733	.56	26720	.31
T/C by Maserati	-	-	-	-
Others	-	-	749	.01
Total Domestic Sponsored Imports	374225	4.25	310883	3.62
OTHER IMPORTS				
Acura	108027	1.23	86851	1.01
Audi	21003	.24	37907	.44
BMW	61689	.70	72796	.85
Honda	554095	6.29	512274	5.96
Hyundai	226361	2.57	221856	2.58
Mazda	216248	2.46	175846	2.05
Mercedes Benz	70615	.80	78258	.91
Mitsubishi	53575	.61	51767	.60
Nissan	397152	4.51	435287	5.07
Saab	34462	.39	38455	.45
Subaru	130914	1.49	141665	1.65
Toyota	529216	6.01	499531	5.82
Volkswagen	144705	1.64	150493	1.75
Volvo	80797	.92	86590	1.01
Yugo	27169	.31	41588	.48
Others	80045	.91	96861	1.13
Total Other Imports	2736073	31.07	2728025	31.76
GRAND TOTAL ALL IMPORT CARS	3110298	35.32	3038908	35.38

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	47297	1.08	58806	1.41
Dodge RAIDER	6198	.14	16545	.40
OTHER IMPORTS				
Isuzu	69453	1.59	77768	1.86
Mazda	81938	1.88	114065	2.74
Mitsubishi	43296	.99	47433	1.14
Nissan	141912	3.25	184968	4.44
Subaru	33		1527	.04
Suzuki	57201	1.31	68950	1.65
Toyota	239551	5.49	299819	7.19
Volkswagen	5394	.12	8644	.21
Others	2778	.06	1469	.04
Total Other Import Trucks	641556	14.71	804643	19.29
GRAND TOTAL ALL IMPORT TRUCKS	695051	15.94	879994	21.10

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8750937	2476777
*1981	8443919	2185488
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/85 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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NOVEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

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1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	18234	24410	74.70	2.39	3.36
(LeBaron)	7813	13231	59.05	1.02	1.82
(New Yorker)	8045	4343	185.24	1.05	.60
(5th AVE)	1723	6056	28.45	.23	.83
(Imperial)	-	-	-	-	-
DODGE	36265	29301	123.77	4.74	4.03
(Daytona)	3927	3255	120.65	.51	.45
(Shadow)	6737	5457	123.46	.88	.75
(Spirit)	139	-	-	.02	-
(Dynasty)	7744	613	-	1.01	.08
(Aries)	8074	9402	85.88	1.06	1.30
PLYMOUTH	23112	22789	101.42	3.03	3.13
(Horizon)	4249	2307	184.18	.56	.32
(Sundance)	7106	4817	147.52	.93	.66
(Acclaim)	114	-	-	.01	-
(Reliant)	7734	9397	82.30	1.02	1.29
(Laser)	-	-	-	-	-
EAGLE	5873	3091	190.00	.77	.42
(Premier)	3659	-	-	.48	-
CHRYSLER MTRS CORP.	83484	79591	104.89	10.93	10.94
FORD	111236	96456	115.39	14.57	13.26
(Escort)	27780	28290	98.20	3.64	3.89
(Probe)	10005	-	-	1.31	-
(Mustang)	11101	12153	91.34	1.45	1.67
(Tempo)	18737	12441	150.61	2.45	1.71
(Taurus)	25010	22778	109.80	3.27	3.13
(Crown Victoria)	8144	8087	100.70	1.07	1.11
(Thunderbird)	5567	9460	58.85	.73	1.30
LINCOLN	15452	13388	115.42	2.02	1.84
MERCURY	31306	31711	98.72	4.11	4.36
(Topaz)	6940	3584	193.64	.91	.49
(Sable)	7589	7253	104.63	.99	1.00
(Cougar)	3604	7154	50.38	.47	.98
(Grand Marquis)	8931	8752	102.05	1.18	1.21
LINC/MERC. DIV.	47784	46187	103.46	6.26	6.35
FORD MOTOR CO.	159080	142643	111.52	20.83	19.61
BUICK	45456	39897	113.93	5.95	5.48
(Skyhawk)	1761	3083	57.12	.23	.42
(Somerset/Skylrk)	3572	3783	94.42	.47	.52
(Century)	12220	10820	112.94	1.59	1.49
(Regal)	9532	6318	150.87	1.25	.87
(Riviera)	1451	828	175.24	.19	.11
(Reatta)	534	-	-	.07	-
CADILLAC	20989	19945	105.23	2.75	2.74
(Allante)	153	244	62.70	.02	.03
(Eldorado)	2484	1783	139.32	.32	.25
(Seville)	1803	1822	98.96	.24	.25
CHEVROLET	96441	93332	103.33	12.63	12.84
(Nova)	3681	4661	78.97	.48	.64
(Celebrity)	18778	19419	96.70	2.46	2.68
(Corsica)	11005	7104	154.91	1.44	.98
(Beretta)	10711	7279	147.15	1.40	1.00
(Cavalier)	21383	18694	114.38	2.81	2.57
(Camaro)	7745	6171	125.51	1.01	.85
(Corvette)	1502	2028	74.06	.20	.28
(Monte Carlo)	714	4985	14.33	.09	.68
OLDSMOBILE	53934	45052	119.71	7.06	6.19
(Calais)	7921	6133	129.15	1.04	.84
(Cutlass Ciera)	16711	14893	112.21	2.19	2.05
(Cutlass)	10955	5714	191.72	1.43	.79
(Toronado)	873	1260	69.29	.11	.17
PONTIAC	57507	46084	124.79	7.53	6.33
(Sunbird)	6313	4620	136.65	.83	.64
(Grand Am)	16905	14953	113.05	2.21	2.05
(6000)	7156	8972	79.76	.94	1.23
(Bonneville)	7626	7775	98.08	1.00	1.07
(Firebird)	3732	3629	102.84	.49	.50
(Fiero)	980	1838	53.32	.13	.25
(Grand Prix)	9119	554	-	1.19	.08
GEN. MTRS CORP.	274327	244310	112.29	35.92	33.58
MISC. Domestic	13	5	260.00	-	-
Other Import	246866	260938	94.61	32.32	35.87
U.S. TOTAL	763770	727487	104.99		

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UNITED STATES SUMMARY R. 9-88
NOVEMBER 1988 ISSUED 01/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% INC		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	260502	270409	96.34	2.72	2.90	297401
(LeBaron)	130529	150546	86.70	1.36	1.62	165025
(New Yorker)	83959	51707	162.37	.88	.55	57721
(5th AVE)	36973	52829	69.99	.39	.57	58583
(Imperial)	-	-	-	-	-	-
DODGE	451617	371438	121.59	4.71	3.98	408333
(Daytona)	66344	32715	202.79	.69	.35	37125
(Shadow)	81324	70050	116.09	.85	.75	76927
(Spirit)	140	-	-	-	-	-
(Dynasty)	65719	755	-	.69	.01	2276
(Aries)	92447	89724	103.03	.96	.96	101266
PLYMOUTH	306885	317335	96.71	3.21	3.41	344656
(Horizon)	55953	46115	121.33	.58	.49	46864
(Sundance)	78771	69441	113.44	.82	.75	75313
(Acclaim)	114	-	-	-	-	-
(Reliant)	103292	94625	109.16	1.09	1.02	106156
(Laser)	-	-	-	-	-	-
EAGLE	56094	40782	137.55	.59	.44	44740
(Premier)	34114	-	-	.38	-	111
CHRYSLER MTR CORP.	1075098	999964	107.51	11.23	10.77	1095130
FORD	1436965	1297757	110.73	15.02	13.97	1421259
(Escort)	351095	361931	97.01	3.68	3.89	393766
(Probe)	57433	-	-	.60	-	-
(Mustang)	155904	158316	98.48	1.63	1.70	171026
(Tempo)	252942	200781	125.98	2.64	2.15	223350
(Taurus)	344238	325314	105.82	3.60	3.49	357652
(Crown Victoria)	103482	109118	94.83	1.08	1.17	118464
(Thunderbird)	110332	121270	90.98	1.15	1.30	132080
LINCOLN	170869	151750	112.60	1.79	1.63	167290
MERCURY	442757	427099	103.67	4.62	4.58	464382
(Topaz)	77146	58295	132.34	.81	.63	63217
(Sable)	108973	94263	115.61	1.13	1.01	103159
(Cougar)	96323	101907	94.52	1.01	1.09	110112
(Grand Marquis)	105356	108675	96.95	1.10	1.16	118255
LINC/MERC. DIV.	624034	591193	105.56	6.52	6.34	645171
FORD MOTOR CO.	2060999	1888950	109.11	21.54	20.27	2066470
BUICK	528599	508206	104.01	5.52	5.45	557095
(Skyhawk)	24213	36363	66.59	.25	.39	39509
(Somerset/Skylrk)	54058	63654	84.92	.56	.68	68028
(Century)	116683	141358	82.54	1.23	1.51	152189
(Regal)	113782	50064	227.27	1.19	.54	58771
(Riviera)	9462	15391	61.48	.10	.17	16493
(Reatta)	3321	-	-	.03	-	18
CADILLAC	232060	236658	98.06	2.42	2.54	258991
(Allante)	2982	1741	171.28	.03	.02	2068
(Eldorado)	27844	17838	156.09	.28	.19	20357
(Seville)	19764	18605	106.23	.21	.20	20725
CHEVROLET	1351194	1383844	97.64	14.13	14.86	1496074
(Nova)	93005	130816	71.10	.97	1.40	135120
(Celebrity)	229914	289702	79.36	2.40	3.12	313885
(Corsica)	181509	91030	199.39	1.90	.98	100231
(Beretta)	166812	99680	167.35	1.74	1.07	108614
(Cavalier)	278548	274488	101.48	2.93	2.95	298995
(Camaro)	88143	109958	80.16	.92	1.18	117060
(Corvette)	21173	22478	94.19	.22	.24	24878
(Monte Carlo)	29586	59039	50.11	.31	.63	63854
OLDSMOBILE	649886	665711	97.62	6.79	7.14	717262
(Calais)	95553	93870	101.79	1.00	1.01	100882
(Cutlass Ciera)	217404	229391	94.77	2.27	2.45	246658
(Cutlass)	99903	90065	110.92	1.04	.97	95403
(Toronado)	14174	14710	96.36	.15	.16	16199
PONTIAC	689309	645362	106.81	7.20	6.93	698143
(Sunbird)	73907	74822	98.78	.77	.80	80166
(Grand AM)	204165	199222	102.48	2.13	2.15	214141
(6000)	88538	113623	77.92	.93	1.22	124199
(Bonneville)	98229	90802	109.14	1.03	.97	99825
(Firebird)	52865	69179	76.42	.55	.74	73822
(Fiero)	23178	40404	57.37	.24	.43	42663
(Grand Prix)	86911	13262	655.34	.91	.14	14344
GEN. MTRS CORP.	3451048	3439781	100.33	36.06	36.92	3727565
Misc. Domestic	138	70	197.14	-	-	80
Other Import	2982939	2988963	99.80	31.17	32.08	3276415
U.S. TOTAL	9570222	9317728	102.71			10165660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	7	-	290	1391	20.85	.01	.03
Chevrolet	107208	26.96	1211592	1065268	113.74	25.46	23.45
Dodge	38826	9.76	520318	517000	100.64	10.94	11.38
Ford	116424	29.31	1386490	1308074	105.99	29.14	28.81
Freightliner	2315	.58	21822	21549	101.27	.46	.47
G.M.C.	30364	7.64	353646	308555	114.61	7.43	6.79
Hino	143	.04	1826	1541	118.49	.04	.03
Isuzu	8606	2.16	83328	88745	93.90	1.75	1.95
Iveco	347	.09	2437	2092	116.49	.05	.05
Jeep	20250	5.09	222165	183566	121.03	4.67	4.04
Kenworth	1469	.37	15495	13325	116.29	.33	.29
Mack/Midliner	1999	.50	22716	20670	109.90	.48	.46
Mercedes Benz	271	.07	2831	3695	76.62	.06	.08
Navistar	6487	1.63	76931	64132	119.96	1.62	1.41
Nissan	12212	3.07	155287	203436	76.33	3.26	4.48
Peterbilt	1409	.35	15313	11331	135.14	.32	.25
Plymouth	13265	3.34	174694	124661	140.14	3.67	2.74
Scania	9	-	132	108	122.22	-	-
Volvo	172	.04	1613	2210	72.99	.03	.05
Western Star	114	.03	1309	1292	101.32	.03	.03
White	14	-	1828	7522	24.30	.04	.17
WHITEGMC	1450	.36	10804	-	-	.23	-
Other Imports	33565	8.44	465967	585948	79.52	9.79	12.90
Miscellaneous Domestic	695	.17	9135	6214	147.01	.19	.14
U. S. Total	397621		4757969	4542325	104.75		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 8-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	290
Chevrolet	719186	450421	24974	1858	257	7184	7376	336
Dodge	415619	104699	-	-	-	-	-	-
Ford	715866	603426	-	15582	-	8868	30373	12375
Freightliner	-	-	-	-	-	-	-	21822
G.M.C	170945	149060	2550	772	4671	10065	13974	1609
Hino	-	-	-	-	514	438	874	-
Isuzu	77472	-	4351	368	364	407	366	-
Iveco	-	-	1330	622	327	158	-	-
Jeep	209105	13060	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	405	15090
Mack/Midliner	-	-	-	-	-	1470	2327	18919
Mercedes Benz	-	-	-	-	-	1032	1799	-
Navistar	-	-	-	159	294	24041	21750	30687
Nissan	153975	-	-	-	704	234	374	-
Peterbilt	-	-	-	-	-	-	356	14957
Plymouth	174694	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	132
Volvo	-	-	-	-	-	-	1366	247
Western Star	-	-	-	-	-	-	-	1309
White	-	-	-	-	-	-	-	1828
WHITEGMC	-	-	-	-	-	-	-	10804
Other Imports	461311	2223	1269	-	425	455	284	-
Miscellaneous Dimestic	-	1386	-	4972	1043	-	59	1675
Total	3098173	1324275	34474	24333	8599	54352	81683	132080
1987 Total	3119227	1131704	34932	4305	7745	43703	81099	119610
1988 vs '87	99.33	117.02	98.69	565.23	111.03	124.37	100.72	110.43

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	45257	.47	53001	.57
Chevrolet Spectrum	63747	.67	72800	.78
Chrysler Conquest	9039	.09	10570	.11
Dodge Colt DL SW	39259	.41	39182	.42
Dodge Colt Vista SW	9467	.10	14960	.16
Eagle Medallion	13549	.14	11289	.12
Eagle Summit	2347	.02	-	-
Ford Festiva	61539	.64	20499	.22
GM Lotus	-	-	-	-
L-M XR4	5308	.06	8121	.09
L-M Scorpio	5100	.05	4223	.05
Mercury Capri	-	-	-	-
Mercury Tracer	52009	.54	27782	.30
Plymouth Colt DL SW	34926	.36	35493	.38
Plymouth Colt Vista SW	8624	.09	13734	.15
Pontiac LeMans	55006	.57	29704	.32
T/C by Maserati	-	-	-	-
Others	-	-	759	.01
Total Domestic Sponsored Imports	405177	4.23	342117	3.67
OTHER IMPORTS				
Acura	118085	1.23	95151	1.02
Audi	22726	.24	40107	.43
BMW	67885	.71	79424	.85
Honda	605425	6.33	559037	6.00
Hyundai	243308	2.54	240933	2.59
Mazda	233806	2.44	194632	2.09
Mercedes Benz	76907	.80	85196	.91
Mitsubishi	58269	.61	56041	.60
Nissan	429909	4.49	475086	5.10
Saab	37718	.39	41922	.45
Subaru	145106	1.52	156144	1.68
Toyota	583727	6.10	554831	5.95
Volkswagen	155393	1.62	163750	1.76
Volvo	88800	.93	93630	1.00
Yugo	28918	.30	45012	.48
Others	86957	.91	108067	1.16
Total Other Imports	2982939	31.17	2988963	32.08
GRAND TOTAL ALL IMPORT CARS	3388116	35.40	3331080	35.75

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	50336	1.06	62 92	1.38
Dodge RAIDER	7179	.15	18737	.40
OTHER IMPORTS				
Isuzu	77472	1.63	83863	1.85
Mazda	89684	1.88	121478	2.67
Mitsubishi	46780	.98	52504	1.16
Nissan	153975	3.24	201836	4.44
Subaru	33	-	1565	.03
Suzuki	59507	1.25	74853	1.65
Toyota	258751	5.44	322778	7.11
Volkswagen	5752	.12	9574	.21
Others	3027	.06	1797	.04
Total Other Import Trucks	694981	14.61	870248	19.16
GRAND TOTAL ALL IMPORT TRUCKS	752496	15.82	951077	20.94

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/88 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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DECEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

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1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '88 VS '87	4 MO	
	1988	1987		1988	1987
CHRYSLER	22881	26992	84.77	2.56	3.18
(LeBaron)	9811	14479	67.76	1.10	1.70
(New Yorker)	10635	5014	176.84	1.18	.71
(5th AVE)	1837	5754	31.93	.21	.68
(Imperial)	-	-	-	-	-
DODGE	44150	36895	119.66	4.94	4.35
(Daytona)	4017	4410	91.09	.45	.52
(Shadow)	7845	6877	114.08	.88	.81
(Spirit)	2298	-	-	.26	-
(Dynasty)	11023	1521	724.72	1.23	.18
(Aries)	8835	11542	76.55	.99	1.36
PLYMOUTH	25770	27321	94.32	2.88	3.22
(Horizon)	3727	2749	135.59	.42	.32
(Sundance)	8436	5872	143.66	.94	.69
(Acclaim)	2159	-	-	.24	-
(Reliant)	7055	11531	60.75	.78	1.36
(Laser)	-	-	-	-	-
EAGLE	5838	3958	147.50	.65	.47
(Premier)	3357	111	-	.37	.02
CHRYSLER MTRS CORP	98679	95166	103.69	11.03	11.22
FORD	138405	123542	112.03	15.48	14.57
(Escort)	33293	31855	104.51	3.72	3.76
(Probe)	10601	-	-	1.19	-
(Mustang)	13485	12710	106.10	1.51	1.50
(Tempo)	25283	22569	112.03	2.83	2.66
(Taurus)	32111	32338	99.30	3.54	3.82
(Crown Victoria)	9686	9346	103.64	1.08	1.10
(Thunderbird)	8027	10810	74.26	.90	1.27
LINCOLN	13448	15540	125.15	2.17	1.83
MERCURY	37913	37283	101.69	4.24	4.40
(Topaz)	8687	4922	176.49	.97	.58
(Sable)	8997	8896	101.14	1.01	1.05
(Cougar)	5951	8205	72.53	.67	.97
(Grand Marquis)	9605	9580	100.26	1.07	1.13
LINC/MERC DIV	59226	53978	109.72	6.92	6.37
FORD MOTOR CO	197631	177520	111.33	22.40	20.94
BUICK	48116	48889	100.46	5.49	5.77
(Skyhawk)	1843	3146	58.58	.21	.37
(Somerset/Skylrk)	3899	4775	89.12	.44	.52
(Century)	13454	10831	124.22	1.50	1.28
(Regal)	9265	8707	106.41	1.04	1.03
(Riviera)	1814	1102	164.61	.20	.13
(Reatta)	569	10	-	.06	-
CADILLAC	27412	22333	122.74	3.07	2.65
(Allante)	203	327	62.08	.02	.04
(Eldorado)	2882	2519	114.41	.33	.29
(Seville)	2402	2120	113.30	.27	.25
CHEVROLET	116471	112230	103.78	13.03	13.24
(Nova)	3168	4304	73.61	.35	.51
(Celebrity)	22076	24183	91.29	2.47	2.85
(Corsica)	13002	9201	141.31	1.45	1.09
(Beretta)	13034	8934	146.55	1.46	1.05
(Cavalier)	28053	24507	114.47	3.16	2.89
(Camaro)	10804	7102	152.13	1.21	.84
(Corvette)	1735	2400	72.29	.19	.28
(Monte Carlo)	562	4815	11.67	.05	.57
OLDSMOBILE	57332	51561	111.21	6.41	6.08
(Calais)	9093	7012	129.68	1.02	.83
(Cutlass Ciera)	17693	17287	102.34	1.98	2.03
(Cutlass)	12064	5338	225.00	1.35	.63
(Toronado)	809	1489	57.02	.09	.18
PONTIAC	59063	52781	130.85	7.72	6.22
(Sunbird)	8099	5344	151.55	.91	.63
(Grand Am)	21511	14919	144.19	2.39	1.74
(6000)	8042	10576	76.04	.90	1.25
(Bonneville)	8556	9823	88.12	.97	1.16
(Firebird)	4483	4641	96.68	.50	.55
(Fiero)	899	2259	39.80	.10	.27
(Grand Prix)	10063	1082	976.34	1.19	.13
GEN MTRS CORP	119395	287784	110.98	55.72	51.94
Misc Domestic	6	6	100.00	-	-
Other Import	278564	284542	98.91	31.15	33.30
U S TOTAL	834268	847932	105.48		

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UNITED STATES SUMMARY
DECEMBER 1988 ISSUED 02/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% INC		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	283794	297401	95.42	2.71	2.93	297401
(LeBaron)	140580	165025	85.19	1.35	1.62	165025
(New Yorker)	94722	57721	164.10	.90	.57	57721
(5th AVE)	38643	58583	66.30	.37	.58	58583
(Imperial)	-	-	-	-	-	-
DODGE	496330	408333	121.55	4.74	4.01	408333
(Daytona)	70462	37125	189.80	.67	.37	37125
(Shadow)	89248	76927	116.02	.85	.76	76927
(Spirit)	2438	-	-	.02	-	-
(Dynasty)	76822	2276	-	.73	.02	2276
(Aries)	101817	101266	100.54	.98	.98	101266
PLYMOUTH	333162	344656	96.67	3.18	3.39	344656
(Horizon)	59765	48864	122.31	.57	.48	48864
(Sundance)	87308	75313	115.93	.83	.74	75313
(Acclaim)	2273	-	-	.02	-	-
(Reliant)	110516	106156	104.11	1.06	1.05	106156
(Laser)	-	-	-	-	-	-
EAGLE	61996	44740	138.57	.59	.44	44740
(Premier)	37518	111	-	.36	-	111
CHRYSLER MTR CORP	1175282	1035170	107.52	11.22	10.77	1035170
FORD	1577544	1421239	110.99	15.06	13.98	1421239
(Escort)	364927	393786	97.75	7.67	3.86	393786
(Probe)	68106	-	-	.65	-	-
(Mustang)	169552	171026	99.14	1.62	1.68	171026
(Tempo)	278647	223350	124.76	2.66	2.20	223350
(Taurus)	376915	357652	105.39	3.60	3.52	357652
(Crown Victoria)	113331	118464	95.67	1.08	1.17	118464
(Thunderbird)	118510	132080	89.73	1.13	1.30	132080
LINCOLN	190477	167230	113.86	1.84	1.65	167230
MERCURY	481323	464382	103.65	4.59	4.57	464382
(Topaz)	85936	63217	135.94	.82	.62	63217
(Sable)	118117	103159	114.50	1.12	1.01	103159
(Cougar)	102415	110112	93.01	.98	1.08	110112
(Grand Marquis)	115141	118255	97.37	1.10	1.17	118255
LINC/MERC DIV	684083	645171	106.03	6.51	6.35	645171
FORD MOTOR CO	2261627	2066470	109.44	21.58	20.33	2066470
BUICK	578511	557095	103.85	5.52	5.48	557095
(Skyhawk)	26074	33509	66.00	.25	.33	33509
(Somerset/Skylrk)	58029	58029	85.38	.55	.57	58029
(Century)	130337	152189	85.64	1.24	1.50	152189
(Regal)	123196	58771	209.62	1.18	.58	58771
(Riviera)	11287	16493	68.44	.11	.16	16493
(Reatta)	3893	10	-	.04	-	10
CADILLAC	259745	258991	100.29	2.48	2.55	258991
(Allante)	3191	2068	154.30	.03	.02	2068
(Eldorado)	30763	20357	151.12	.30	.21	20357
(Seville)	22183	20725	107.03	.21	.20	20725
CHEVROLET	1459362	1495074	98.21	14.03	14.71	1495074
(Nova)	98285	135120	71.25	.92	1.33	135120
(Celebrity)	252359	313885	80.40	2.41	3.08	313885
(Corsica)	194680	100231	194.23	1.85	.99	100231
(Beretta)	180153	108614	165.87	1.72	1.07	108614
(Cavalier)	305931	298935	102.65	2.92	2.94	298935
(Camaro)	99052	117060	84.62	.95	1.15	117060
(Corvette)	22927	24878	92.15	.22	.24	24878
(Monte Carlo)	50191	62854	79.84	.48	.63	62854
OLDSMOBILE	708315	717262	98.75	6.76	7.06	717262
(Calais)	104828	100882	103.91	1.00	.99	100882
(Cutlass Ciera)	235484	246558	95.47	2.25	2.43	246558
(Cutlass)	112099	95403	117.50	1.07	.94	95403
(Toronado)	15052	16199	92.92	.14	.16	16199
PONTIAC	759434	698143	108.78	7.25	6.87	698143
(Sunbird)	82078	80166	102.39	.78	.79	80166
(Grand Am)	226012	214141	105.54	2.17	2.11	214141
(6000)	96734	124199	77.89	.92	1.22	124199
(Bonneville)	107033	99825	107.22	1.02	.98	99825
(Firebird)	57413	73822	77.77	.55	.73	73822
(Fiero)	24106	42563	56.65	.23	.42	42563
(Grand Prix)	97700	114344	681.12	.93	1.14	114344
GEN MTRS CORP	3775387	3727565	101.28	36.04	36.67	3727565
Misc Domestic	156	80	195.00	-	-	80
Other Import	326411	327619	99.66	31.16	32.23	3276415
U S TOTAL	10477863	10165660	103.07	-	-	10165660

UNITED STATES SUMMARY

(Items Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	3	-	293	1480	19.80	.01	.03
Chevrolet	117082	26.42	1330796	1166155	114.12	25.55	23.49
Dodge	45608	10.29	566686	562830	100.67	10.88	11.34
Ford	128000	28.90	1516836	1433910	105.78	29.12	28.90
Freightliner	2142	.48	24004	23482	102.22	.46	.47
G.M.C	32306	7.29	386684	337034	114.73	7.42	6.79
Hino	228	.05	2054	1699	120.89	.04	.03
Isuzu	9320	2.10	92788	95048	97.62	.78	1.91
Iveco	275	.06	2714	2298	118.10	.05	.05
Jeep	23020	5.19	245532	205105	119.71	4.71	4.13
Kenworth	1710	.39	17273	14572	118.54	.33	.29
Mack/Midliner	2159	.49	24316	22666	109.93	.48	.46
Mercedes Benz	243	.05	3080	3987	77.25	.06	.08
Navistar	7805	1.76	84875	70481	120.42	1.63	1.42
Nissan	14897	3.36	170347	221719	76.83	3.27	4.47
Peterbilt	1544	.37	17008	12561	135.51	.33	.25
Plymouth	15771	3.56	190893	138069	138.26	3.66	2.78
Scania	11	-	144	113	127.43	-	-
Volvo	181	.04	1796	2365	75.94	.03	.05
Western Star	135	.03	1445	1423	101.55	.03	.03
White	54	.01	1882	8283	22.45	.04	.17
WHITEGMC	1805	.41	12617	-	-	.24	-
Other Imports	37948	8.56	504647	631545	79.91	9.69	12.72
Miscellaneous Domestic	840	.19	9957	6872	144.89	.19	.14
U.S. Total	443176		5209267	4963885	104.94		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	293
Chevrolet	789255	495011	26930	2016	284	7801	8132	367
Dodge	452507	114179	-	-	-	-	-	-
Ford	737548	665514	-	17398	-	9732	32986	13658
Freightliner	-	-	-	-	-	-	-	24004
G.M.C	186831	153841	2760	850	5194	10608	14816	1684
Hino	-	-	-	-	585	476	993	-
Isuzu	86369	-	4736	445	395	435	418	-
Iveco	-	-	1465	698	362	169	-	-
Jeep	231123	14409	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	436	16837
Mack/Midliner	-	-	-	-	-	1625	2554	20737
Mercedes Benz	-	-	-	-	-	1136	1944	-
Navistar	-	-	-	198	321	26304	23966	34086
Nissan	168856	-	-	-	803	252	456	-
Peterbilt	-	-	-	-	-	-	581	16627
Plymouth	190893	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	144
Volvo	-	-	-	-	-	-	1518	278
Western Star	-	-	-	-	-	-	-	1445
White	-	-	-	-	-	-	-	1882
WHITEGMC	-	-	-	-	-	-	-	12617
Other Imports	499504	2308	1453	-	466	505	303	-
Miscellaneous Domestic	-	1461	-	5447	1142	-	59	1848
Total	3382284	1457723	37370	27052	9544	59043	89044	146507
1987 Total	3192331	1252610	37760	4959	8871	48126	86170	311131
1988 vs '87	99.72	116.37	98.95	545.51	108.07	122.68	101.04	111.73

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	49565	.47	59269	.58
Chevrolet Spectrum	68276	.65	79108	.78
Chrysler Conquest	9647	.09	11233	.11
Dodge Colt DL SW	42588	.41	42115	.41
Dodge Colt Vista SW	10262	.10	15820	.16
Eagle Medallion	14648	.14	13409	.13
Eagle Summit	3621	.03	-	-
Ford Festiva	67560	.64	24385	.24
GM Lotus	2	-	-	-
L-M XR4	5868	.05	8849	.09
L-M Scorpio	6415	.06	4650	.05
Mercury Capri	-	-	-	-
Mercury Tracer	56715	.54	32351	.32
Plymouth Colt DL SW	37720	.36	38144	.38
Plymouth Colt Vista SW	9317	.09	14553	.14
Pontiac LeMans	61381	.59	33062	.33
T/C by Maserati	-	-	-	-
Others	-	-	775	.01
Total Domestic Sponsored Imports	443585	4.23	377723	3.72
OTHER IMPORTS				
Acura	129589	1.24	104715	1.03
Audi	24480	.23	42344	.42
BMW	75750	.72	86180	.85
Honda	662138	6.32	613221	6.03
Hyundai	263248	2.51	261600	2.57
Mazda	253272	2.42	214938	2.11
Mercedes Benz	84557	.81	93176	.92
Mitsubishi	63540	.61	61188	.60
Nissan	471981	4.50	516649	5.08
Saab	41214	.39	45682	.45
Subaru	159894	1.53	172564	1.70
Toyota	644763	6.15	618641	6.09
Volkswagen	166344	1.59	178868	1.76
Volvo	98672	.94	101008	.99
Yugo	30890	.29	48295	.48
Others	95079	.91	117346	1.15
Total Other Imports	3255411	31.16	3276415	32.23
GRAND TOTAL ALL IMPORT CARS	3700996	35.40	3654138	35.95

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	53624	1.03	66806	1.35
Dodge RAIDER	8102	.16	19450	.39
OTHER IMPORTS				
Isuzu	86369	1.66	89704	1.81
Mazda	99020	1.90	129651	2.61
Mitsubishi	56770	.97	57670	1.16
Nissan	168856	3.24	219952	4.43
Subaru	36	-	1597	.03
Suzuki	62377	1.20	80903	1.63
Toyota	280168	5.38	347548	7.00
Volkswagen	6169	.12	10415	.21
Others	7352	.06	2177	.04
Total Other Import Trucks	757137	14.53	939617	18.93
GRAND TOTAL ALL IMPORT TRUCKS	818863	15.72	1025873	20.67

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R 9-88
(2) REVISED 11/88

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pocket summary

of registrations

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	18720	23606	79.30	2.55	3.01
(LeBaron)	6656	11818	56.32	.91	1.50
(New Yorker)	9945	5768	172.42	1.35	.74
(5th AVE)	1596	5412	29.49	.22	.69
(Imperial)	-	-	-	-	-
DODGE	32883	32942	99.85	4.50	4.20
(Daytona)	3467	4865	71.18	.47	.62
(Shadow)	5798	5698	101.76	.79	.73
(Spirit)	1931	-	-	.26	-
(Dynasty)	8833	2487	355.17	1.23	.32
(Aries)	5521	8686	63.56	.75	1.10
PLYMOUTH	19562	24545	79.38	2.67	3.15
(Horizon)	3081	3034	101.55	.42	.39
(Sundance)	6140	4926	124.64	.84	.63
(Acclaim)	1916	-	-	.26	-
(Reliant)	5130	10150	50.54	.70	1.30
(Laser)	76	-	-	.01	-
EAGLE	5230	4746	110.20	.71	.61
(Premier)	2917	786	371.12	.39	.10
CHRYSLER MTRS CORP	76405	85979	88.87	10.43	10.97
FORD	124831	116728	107.36	17.04	14.85
(Escort)	29332	29726	98.67	4.01	3.79
(Probe)	9047	-	-	1.23	-
(Mustang)	14031	11080	126.86	1.91	1.41
(Tempo)	22580	19315	116.90	3.08	2.47
(Taurus)	26851	32731	81.83	3.66	4.19
(Crown Victoria)	7361	8550	83.11	1.09	1.09
(Thunderbird)	8964	10367	86.47	1.22	1.32
LINCOLN	15866	13144	120.71	2.16	1.68
MERCURY	33756	34823	96.79	4.56	4.44
(Topaz)	7593	5118	148.36	1.04	.65
(Sable)	8241	8942	92.61	1.14	1.14
(Cougar)	6745	7817	81.81	.87	1.00
(Grand Marquis)	7618	7933	85.99	1.04	1.01
LINC/MERC DIV	51125	48590	105.00	6.98	6.21
FORD MOTOR CO	176016	165318	106.66	24.02	21.06
BUICK	39285	46489	84.50	5.36	5.93
(Skyhawk)	1535	2680	57.28	.21	.34
(Somerset/Skylrk)	3615	4363	82.86	.49	.56
(Century)	10934	9060	121.13	1.51	1.15
(Regal)	6156	9073	67.94	.84	1.16
(Riviera)	1483	1179	126.29	.20	.15
(Reatta)	452	12	-	.05	-
CADILLAC	21653	18468	117.28	2.96	2.36
(Allante)	180	276	65.22	.02	.04
(Eldorado)	2278	2126	107.15	.32	.27
(Seville)	2121	2051	103.41	.29	.26
CHEVROLET	96944	109050	88.90	13.22	13.92
(Nova)	2661	4557	58.39	.36	.58
(Celebrity)	18013	19883	90.59	2.46	2.54
(Corsica)	11666	11481	101.61	1.59	1.47
(Beretta)	11204	10806	103.68	1.53	1.38
(Cavalier)	25352	27110	87.70	3.27	3.48
(Camaro)	7874	5951	132.34	1.07	.76
(Corvette)	1143	1713	66.73	.16	.22
(Monte Carlo)	243	3878	6.27	.03	.49
OLDSMOBILE	45034	49353	91.25	6.14	6.30
(Calais)	7146	6674	107.07	.98	.85
(Cutlass Ciera)	14773	16364	90.28	2.00	2.09
(Cutlass)	8202	4305	190.52	1.12	.55
(Toronado)	640	1080	59.26	.09	.14
PONTIAC	52765	52511	101.26	7.20	6.65
(Sunbird)	5870	5571	105.37	.80	.71
(Grand AM)	16190	15286	105.91	2.22	1.95
(6000)	5046	8435	71.68	.82	1.08
(Bonneville)	6719	10734	62.78	.92	1.37
(Firebird)	3580	3967	85.20	.46	.51
(Fiero)	528	2068	25.53	.07	.26
(Grand Prix)	8505	1945	437.28	1.16	.25
GEN MTRS CORP	255703	275471	92.82	34.88	35.16
Misc Domestic	2	1	114.29	-	-
Other Import	224745	257085	87.42	30.67	32.81
U S TOTAL	732878	783526	93.54		

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UNITED STATES SUMMARY
JANUARY 1989 ISSUED 03/89

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	18720	23606	79.30	2.55	3.01	283794
(LeBaron)	6656	11818	56.32	.91	1.50	140580
(New Yorker)	9945	5768	172.42	1.35	.74	94722
(5th AVE)	1596	5412	29.49	.22	.69	38943
(Imperial)	-	-	-	-	-	-
DODGE	32893	32942	99.85	4.50	4.20	496330
(Daytona)	3463	4865	71.18	.47	.62	70462
(Shadow)	5798	5698	101.76	.79	.73	89248
(Spirit)	1931	-	-	.26	-	2438
(Dynasty)	8833	2487	355.17	1.23	.32	76822
(Aries)	5521	8686	63.56	.75	1.10	101357
PLYMOUTH	19562	24645	79.38	2.67	3.15	333162
(Horizon)	3081	3034	101.55	.42	.39	59765
(Sundance)	6140	4926	124.64	.84	.63	87308
(Acclaim)	1916	-	-	.26	-	2273
(Reliant)	5130	10150	50.54	.70	1.30	110516
(Laser)	76	-	-	.01	-	-
EAGLE	5230	4746	110.20	.71	.61	61996
(Premier)	2917	786	371.12	.39	.10	37518
CHRYSLER MTR/TOT	76405	85939	88.91	10.41	10.97	1175282
FORD	124891	116328	107.36	17.04	14.85	1577544
(Escort)	29332	29726	98.67	4.01	3.79	384923
(Probe)	9047	-	-	1.23	-	68106
(Mustang)	14031	11060	126.86	1.91	1.41	169552
(Tempo)	22580	19315	116.90	3.08	2.47	278647
(Taurus)	26851	32791	81.89	3.66	4.19	376915
(Crown Victoria)	7961	8550	93.11	1.09	1.09	113331
(Thunderbird)	8964	10367	86.47	1.22	1.32	118510
LINCOLN	15866	13144	120.71	2.16	1.68	190477
MERCURY	33356	34823	95.79	4.56	4.44	481323
(Topaz)	7593	5118	148.36	1.04	.65	85936
(Sable)	8281	8942	92.61	1.14	1.14	118117
(Cougar)	6395	7811	81.81	.87	1.00	102415
(Grand Marquis)	7615	7913	95.99	1.04	1.01	115141
LINC/MERC DIV	51125	48690	105.00	6.98	6.21	684083
FORD MOTOR CO.	176016	165018	106.66	24.02	21.06	2261627
BUICK	39285	46489	84.50	5.36	5.93	578531
(Skyhawk)	1535	2680	57.28	.21	.34	26074
(Somerset/Skylrk)	3615	4363	82.86	.49	.56	58029
(Century)	10974	9060	121.13	1.51	1.15	130337
(Regal)	6164	9073	67.94	.84	1.16	123196
(Riviera)	1489	1179	126.29	.20	.15	11287
(Reatta)	452	12	-	.06	-	3893
CADILLAC	21659	18468	117.28	2.96	2.36	259745
(Allante)	180	276	65.22	.02	.04	3191
(Eldorado)	2278	2126	107.15	.32	.27	30763
(Seville)	2121	2051	103.41	.29	.26	22183
CHEVROLET	96944	109050	88.90	13.22	13.92	1469362
(Nova)	2661	4557	58.39	.36	.58	96286
(Celebrity)	18013	19883	90.59	2.46	2.54	252359
(Corsica)	11666	11481	101.61	1.59	1.47	194680
(Beretta)	11204	10906	103.68	1.53	1.38	180153
(Cavalier)	23952	27310	87.70	3.27	3.48	306931
(Camaro)	7874	5950	132.34	1.07	.76	99052
(Corvette)	1143	1713	66.73	.16	.22	22927
(Monte Carlo)	243	1378	17.64	.03	.18	30191
OLDSMOBILE	45034	49353	91.25	6.14	6.30	708313
(Calais)	7146	6674	107.07	.98	.85	104828
(Cutlass Ciera)	14773	16364	90.28	2.00	2.09	235484
(Cutlass)	8202	4305	190.52	1.12	.55	112099
(Toronado)	640	1080	59.26	.09	.14	15052
PONTIAC	52765	52111	101.26	7.20	6.65	759434
(Sunbird)	5870	5571	105.37	.80	.71	82078
(Grand AM)	16190	15286	105.91	2.22	1.95	226012
(6000)	6046	8435	71.68	.82	1.08	96734
(Bonneville)	6739	10734	62.78	.92	1.37	107033
(Firebird)	3380	3967	85.20	.46	.51	57413
(Fiero)	528	2068	25.53	.07	.26	24106
(Grand Prix)	8505	11945	437.28	1.16	.25	97700
GEN MTRS CORP	255703	275477	92.82	34.88	35.16	3775634
Misc. Domestic	8	7	114.23	-	-	156
Other Import	224746	257085	87.42	30.67	32.81	3265164
U.S. TOTAL	732878	783526	93.54			10477863

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	4	-	4	73	5.48	-	.02
Chevrolet	94377	25.46	94377	95207	99.13	25.46	24.46
Chrysler	-	-	-	-	-	-	-
Dodge	41192	11.11	41192	43069	95.64	11.11	11.06
Ford	107106	28.90	107106	114452	93.58	28.90	29.38
Freightliner	1852	.50	1852	1769	104.69	.50	.45
G.M.C.	25668	6.93	25668	28003	91.66	6.93	7.19
Hino	167	.05	167	140	119.29	.05	.04
Isuzu	7626	2.06	7626	6262	121.78	2.06	1.61
Iveco	164	.04	164	139	117.99	.04	.04
Jeep	18876	5.09	18876	17940	105.22	5.09	4.61
John Deere	448	.12	448	354	126.55	.12	.09
Kenworth	1570	.42	1570	888	176.80	.42	.23
Mack/Midliner	1844	.50	1844	1461	126.21	.50	.38
Mercedes Benz	169	.05	169	215	78.60	.05	.06
Mitsubishi	3487	.94	3487	4661	74.81	.94	1.20
Navistar	5495	1.48	5495	6993	78.58	1.48	1.80
Nissan	13504	3.64	13504	14855	90.91	3.64	3.82
Peterbilt	1377	.37	1377	1110	124.05	.37	.29
Plymouth	13225	3.57	13225	13030	101.50	3.57	3.35
Pontiac	-	-	-	-	-	-	-
Scania	13	-	13	9	144.44	-	-
Volvo	131	.04	131	139	94.24	.04	.04
Western Star	137	.04	137	112	122.32	.04	.03
White	23	.01	23	626	3.67	.01	.16
WHITEGMC	1823	.49	1823	56	-	.49	.01
Other Imports	30176	8.14	30176	37507	80.45	8.14	9.63
Miscellaneous Domestic	191	.05	191	211	90.52	.05	.05
U. S. Total	370651		370651	389281	95.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	4
Chevrolet	55517	36080	1372	155	9	588	632	24
Chrysler	-	-	-	-	-	-	-	-
Dodge	32183	9009	-	-	-	-	-	-
Ford	51993	43493	-	1713	-	605	2319	983
Freightliner	-	-	-	-	-	-	-	1852
G.M.C.	12434	11175	145	120	340	527	830	41
Hino	-	-	4	-	31	41	91	-
Isuzu	7137	-	328	48	13	23	77	-
Iveco	-	-	112	34	15	3	-	-
Jeep	18586	190	-	-	-	-	-	-
John Deere	-	1	39	338	70	-	-	-
Kenworth	-	-	-	-	-	-	27	1543
Mack/Midliner	-	-	-	-	-	114	181	1549
Mercedes Benz	-	-	-	-	-	86	83	-
Mitsubishi	3205	-	178	-	48	50	8	-
Navistar	-	-	-	12	11	1270	1734	2468
Nissan	13393	-	21	-	51	11	26	-
Peterbilt	-	-	-	-	-	-	42	1335
Plymouth	13225	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	13
Volvo	-	-	-	-	-	-	125	6
Western Star	-	-	-	-	-	-	-	137
White	-	-	-	-	-	-	-	23
WHITEGMC	-	-	-	-	-	-	-	1829
Other Imports	30044	132	-	-	-	-	-	-
Miscellaneous Domestic	-	43	-	-	-	-	-	148
Total	237877	100123	2201	2420	586	3314	6175	11955
1988 Total	255386	108375	1978	1073	648	5244	7075	9505
1989 vs '88	93.14	97.92	111.27	225.54	90.43	63.20	87.31	125.78

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC BADGE/RE IMPORTS				
Chevrolet Sprint/Geo Metro	3348	.46	5301	.68
Chevrolet Spectrum	4431	.60	5551	.71
Chrysler Conquest	508	.07	608	.08
Dodge Colt DL SW	2354	.32	2935	.37
Dodge Colt Vista SW	623	.09	716	.09
Eagle Medallion	725	.10	2659	.34
Eagle Summit	1585	.22	-	-
Ford Festiva	6125	.84	4519	.58
GM Lotus	16	-	6	-
L-M XR4	322	.04	419	.05
L-M Scorpio	1581	.22	304	.04
Mercury Capri	-	-	-	-
Mercury Tracer	3472	.47	4320	.55
Plymouth Colt DL SW	2227	.30	2643	.34
Plymouth Colt Vista SW	553	.08	657	.08
Pontiac LeMans	5160	.70	3321	.42
T/C by Maserati	14	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	33044	4.51	33959	4.33
OTHER IMPORTS				
Acura	9869	1.35	9762	1.25
Audi	1336	.18	1887	.24
BMW	5961	.82	5797	.74
Honda	46837	6.39	53464	6.82
Hyundai	15848	2.16	20802	2.65
Mazda	16145	2.20	19398	2.48
Mercedes Benz	5536	.76	6540	.83
Mitsubishi	4937	.67	4363	.56
Nissan	34400	4.69	33413	4.26
Saab	2368	.32	3211	.41
Subaru	9941	1.36	13217	1.69
Toyota	47817	6.52	55222	7.05
Volkswagen	8337	1.14	13725	1.75
Volvo	8120	1.11	6257	.80
Yugo	1198	.16	2625	.34
Others	6076	.83	7402	.94
Total Other Imports	224746	30.67	257085	32.81
GRAND TOTAL ALL IMPORT CARS	257790	35.18	291044	37.15

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	2582	.70	3834	.98
Dodge RAIDER	665	.18	1070	.27
Chevrolet GEO TRACKER	787	.21	-	-
OTHER IMPORTS				
Isuzu	7137	1.93	5901	1.52
Mazda	8337	2.25	7974	2.05
Mitsubishi	3205	.86	4516	1.16
Nissan	13393	3.61	14771	3.79
Subaru	-	-	8	-
Suzuki	2630	.71	5488	1.41
Toyota	18477	4.99	22983	5.90
Volkswagen	320	.09	728	.19
Others	412	.11	326	.08
Total Other Import Trucks	53911	14.54	62695	16.11
GRAND TOTAL ALL IMPORT TRUCKS	57945	15.63	67599	17.37

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4953888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

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R.1-89

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FEBRUARY
1989

pocket summary

of registrations

new cars

new trucks

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '89 vs '88	% SHR	
	1989	1988		1989	1988
CHRYSLER	15859	29385	53.97	2.20	3.57
(LeBaron)	6075	12780	47.54	.84	1.55
(New Yorker)	7978	8630	92.44	1.11	1.05
(5th AVE)	1270	7243	17.53	.18	.88
(Imperial)	-	-	-	-	-
DODGE	32038	38239	83.78	4.44	4.63
(Daytona)	4164	5039	82.64	.58	.61
(Shadow)	6228	5781	107.73	.86	.70
(Spirit)	2689	-	-	.37	-
(Dynasty)	9564	4954	193.06	1.33	.60
(Arries)	2893	9936	28.94	.40	1.21
PLYMOUTH	18849	30945	60.91	2.61	3.76
(Horizon)	2593	3440	75.38	.36	.42
(Sundance)	6295	6141	102.51	.87	.75
(Acclaim)	3345	-	-	.46	-
(Reliant)	2859	13527	21.14	.40	1.64
(Laser)	558	-	-	.08	-
EAGLE	5314	4836	109.88	.74	.59
(Premier)	3010	1381	217.96	.42	.17
CHRYSLER MTRS CORP	72060	103408	69.69	9.99	12.55
FORD	118528	123610	95.89	16.42	14.99
(Escort)	28171	28128	100.97	3.93	3.41
(Probe)	8869	-	-	1.23	-
(Mustang)	14874	13206	112.63	2.06	1.60
(Tempo)	18272	22219	82.24	2.53	2.70
(Taurus)	26238	34269	76.56	3.64	4.16
(Crown Victoria)	7305	8904	82.04	1.01	1.08
(Thunderbird)	8517	11120	77.13	1.19	1.35
LINCOLN	14406	13321	108.15	2.00	1.62
MERCURY	33177	37404	88.70	4.59	4.54
(Topaz)	6444	5958	108.16	.89	.72
(Sable)	7858	9633	81.57	1.09	1.17
(Cougar)	7536	8343	90.33	1.04	1.01
(Grand Marquis)	7728	8199	94.01	1.07	1.02
LINC/MERC DIV	49503	51413	96.28	6.86	6.24
FORD MOTOR CO	168011	174321	96.05	23.28	21.23
BUICK	39406	47024	83.80	5.46	5.71
(Skyhawk)	1346	2566	52.46	.19	.31
(Somerset/Skylrk)	4022	4736	84.92	.56	.57
(Century)	11052	9186	120.31	1.53	1.11
(Regal)	6338	9573	72.47	.96	1.17
(Riviera)	1218	665	183.16	.17	.08
(Realta)	456	63	723.81	.06	.01
CADILLAC	20726	19039	108.86	2.87	2.31
(Allante)	203	236	86.02	.03	.03
(Eldorado)	2272	1630	139.39	.31	.19
(Seville)	1769	1525	116.00	.25	.19
CHEVROLET	95119	118356	80.37	13.18	14.36
(Nova)	2882	10955	26.31	.40	1.33
(Celebrity)	17459	20903	83.52	2.42	2.54
(Corsica)	13452	16626	80.91	1.86	2.02
(Beretta)	10881	15603	69.74	1.51	1.89
(Cavalier)	23161	21340	108.28	3.21	2.59
(Camaro)	7611	5805	131.11	1.05	.70
(Corvette)	1209	1693	71.41	.17	.21
(Monte Carlo)	5222	3481	150.07	.72	.42
OLDSMOBILE	48815	50672	96.33	6.70	6.15
(Calais)	6825	7661	89.09	.95	.93
(Cutlass Ciera)	14881	17234	85.99	2.04	2.09
(Cutlass)	10046	5403	185.99	1.39	.66
(Toronado)	651	977	67.25	.09	.12
PONTIAC	51189	57891	88.42	7.03	7.03
(Sunbird)	5851	5905	99.13	.81	.72
(Grand Am)	17846	19347	92.24	2.46	2.35
(6000)	6123	7157	85.55	.85	.87
(Bonneville)	7336	10931	67.11	1.02	1.33
(Firebird)	3494	3786	92.29	.48	.46
(Fiero)	338	2327	14.55	.05	.28
(Grand Prix)	12241	4202	289.15	1.68	.51
GEN MTRS CORP	260767	292998	89.00	36.14	35.56
Misc Domestic	3	6	50.00	-	-
Other Import	220773	252662	87.38	30.59	30.66
U.S. TOTAL	721620	823954	87.58		

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UNITED STATES SUMMARY R 1-89
FEBRUARY 1989 ISSUED 04/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	35262	52991	66.54	2.39	3.30	283794
(LeBaron)	12890	24598	52.40	.87	1.53	140580
(New Yorker)	18407	14398	127.84	1.25	.90	94722
(5th AVE)	2886	12655	22.81	.20	.79	38843
(Imperial)	-	-	-	-	-	-
DODGE	65871	71181	92.54	4.46	4.42	496330
(Daytona)	7724	9304	77.39	.52	.62	70462
(Shadow)	12225	11479	106.50	.83	.71	89248
(Spirit)	4781	-	-	.32	-	2438
(Dynasty)	18589	7441	249.82	1.25	.46	76822
(Aries)	8525	18682	45.63	.58	1.16	101257
PLYMOUTH	39084	55590	70.31	2.65	3.46	333152
(Horizon)	5766	6474	89.06	.39	.40	59765
(Sundance)	12665	11067	114.44	.87	.69	87308
(Acclaim)	5386	-	-	.36	-	2273
(Reliant)	8102	23673	34.22	.55	1.48	110516
(Laser)	641	-	-	.04	-	-
EAGLE	10670	9582	111.35	.72	.60	61996
(Premier)	5997	2157	276.74	.40	.14	37518
CHRYSLER MTRS CORP	150887	189344	79.69	10.22	11.78	1175282
FORD	246371	239838	102.72	16.69	14.92	1577544
(Escort)	58508	57854	101.13	3.95	3.60	384923
(Probe)	18115	-	-	1.23	-	68106
(Mustang)	23212	24266	120.38	1.98	1.51	169552
(Tempo)	41147	41534	99.07	2.78	2.58	278647
(Taurus)	58871	67060	80.33	3.65	4.17	376315
(Crown Victoria)	15442	17454	88.47	1.05	1.09	113331
(Thunderbird)	17870	21487	83.17	1.21	1.34	118510
LINCOLN	30738	26465	116.15	2.08	1.65	190477
MERCURY	67805	72227	93.88	4.59	4.49	481323
(Topaz)	14258	11076	128.73	.97	.69	85936
(Sable)	16448	18575	88.55	1.11	1.14	118117
(Cougar)	14206	16160	87.91	.96	1.01	102415
(Grand Marquis)	15707	16332	96.17	1.06	1.02	115141
LINC/MERC DIV	102395	100103	102.29	6.93	6.23	684083
FORD MOTOR CO	348766	339941	102.60	23.60	21.15	2261627
BUICK	79651	97533	85.18	5.39	5.82	578531
(Skyhawk)	2922	5246	55.70	.20	.33	26074
(Somerset/Skylrk)	7755	9099	85.01	.52	.57	58029
(Century)	22364	18246	122.57	1.50	1.14	130337
(Regal)	13223	18646	70.92	.90	1.16	123196
(Riviera)	2740	1844	148.59	.19	.11	11287
(Reatta)	913	75	-	.06	-	3893
CADILLAC	42786	37507	114.07	2.90	2.33	259745
(Allante)	591	512	76.17	.03	.03	3191
(Eldorado)	4591	3756	122.23	.30	.23	30763
(Seville)	3913	3576	109.42	.27	.22	22183
CHEVROLET	194634	227406	85.59	13.18	14.15	1469362
(Nova)	5673	15512	36.57	.38	.96	96286
(Celebrity)	36084	40788	88.47	2.44	2.54	252359
(Corsica)	25478	28107	90.65	1.73	1.75	194680
(Beretta)	22335	26409	84.57	1.51	1.64	180153
(Cavalier)	47712	48700	97.97	3.24	3.04	306931
(Camaro)	15607	11755	132.77	1.06	.73	99052
(Corvette)	2364	3412	69.28	.16	.21	22927
(Monte Carlo)	493	7365	6.69	.03	.45	30191
OLDSMOBILE	94697	100025	94.67	6.41	6.22	708313
(Calais)	14138	14335	98.63	.95	.89	104828
(Cutlass Ciera)	29936	33598	89.10	2.02	2.09	235484
(Cutlass)	18570	9708	191.29	1.25	.60	112099
(Toronado)	1312	2057	63.78	.09	.13	15052
PONTIAC	111266	110002	101.15	7.54	6.84	759434
(Sunbird)	11838	11476	103.15	.80	.71	82078
(Grand AM)	34401	34633	99.33	2.35	2.16	226012
(6000)	12304	15592	78.91	.83	.97	96734
(Bonneville)	14209	21665	65.59	.95	1.35	107033
(Firebird)	6969	7753	89.89	.47	.48	57413
(Fiero)	893	4391	20.34	.06	.27	24106
(Grand Prix)	20876	6147	339.61	1.41	.38	97700
GEN MTRS CORP	523062	568475	92.01	35.42	35.36	3775634
Misc. Domestic	12	13	92.31	-	-	156
Other Import	453844	509747	89.03	30.74	31.71	3265164
U.S. TOTAL	1476571	1607520	91.85			10477863

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	2	-	9	144	6.25	-	.02
Chevrolet	93321	24.96	189957	188887	100.57	25.17	24.38
Chrysler	-	-	-	-	-	-	-
Dodge	42811	11.45	85156	87820	96.97	11.28	11.34
Ford	109502	29.31	219275	227309	96.47	29.06	29.35
Freightliner	1951	.52	3830	3758	101.92	.51	.49
G M C	26587	7.11	53169	55349	96.06	7.04	7.14
Hino	171	.05	343	286	119.93	.05	.04
Isuzu	7686	2.06	15629	12242	127.67	2.07	1.58
Iveco	153	.04	325	258	125.97	.04	.03
Jeep	17876	4.78	37561	36507	102.89	4.98	4.71
John Deere	498	.13	958	804	119.15	.13	.10
Kenworth	1340	.36	2945	2114	139.31	.39	.27
Mack/Midliner	1784	.48	3753	3034	123.70	.50	.39
Mercedes Benz	136	.04	314	436	72.02	.04	.06
Mitsubishi	3182	.85	6810	9539	71.39	.90	1.23
Navistar	6936	1.87	12684	12732	99.62	1.68	1.64
Nissan	12580	3.36	26355	28672	91.92	3.49	3.70
Peterbilt	1400	.37	2793	2289	122.02	.37	.30
Plymouth	13737	3.67	27335	26543	102.98	3.62	3.43
Pontiac	-	-	-	-	-	-	-
Scania	11	-	24	25	96.00	-	-
Volvo	86	.02	224	266	84.21	.03	.03
Western Star	110	.03	249	259	96.14	.03	.03
White	14	-	37	980	3.78	-	.13
WHITEGMC	1426	.38	3295	478	689.33	.44	.06
Other Imports	30352	8.11	61332	73534	83.41	8.13	9.49
Miscellaneous Domestic	189	.05	386	452	85.40	.05	.06
U. S. Total	373881		754748	774717	97.42		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	9
Chevrolet	110086	74053	2987	315	36	117	1315	48
Chrysler	-	-	-	-	-	-	-	-
Dodge	66014	19142	-	-	-	-	-	-
Ford	105395	102329	-	3673	-	1193	4590	2095
Freightliner	-	-	-	-	-	-	-	3830
G M C	25578	23456	348	210	869	855	1693	159
Hino	-	-	16	-	60	66	201	-
Isuzu	14584	-	752	81	29	61	117	-
Iveco	-	-	186	85	37	17	-	-
Jeep	37237	324	-	-	-	-	-	-
John Deere	-	1	70	742	145	-	-	-
Kenworth	-	-	-	-	-	-	82	2863
Mack/Midliner	-	-	-	-	-	246	403	3104
Mercedes Benz	-	-	-	-	-	134	180	-
Mitsubishi	5186	-	351	-	100	139	31	-
Navistar	-	-	-	19	23	3454	3690	5498
Nissan	26122	-	51	-	104	29	49	-
Peterbilt	-	-	-	-	-	-	115	2678
Plymouth	27335	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	24
Volvo	-	-	-	-	-	-	205	19
Western Star	-	-	-	-	-	-	-	249
White	-	-	-	-	-	-	-	37
WHITEGMC	-	-	-	-	-	-	-	3295
Other Imports	61058	274	-	-	-	-	-	-
Miscellaneous Domestic	-	112	-	-	-	-	-	274
Total	479503	219691	4762	5125	1403	7311	12671	24182
1988 Total	511359	212524	4375	2310	1248	9104	14225	19572
1989 vs '88	93.79	103.37	108.85	221.86	112.42	80.31	89.08	123.55

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	7130	.48	9375	.58
Chevrolet Spectrum	8182	.55	11615	.72
Chrysler Conquest	1018	.07	1340	.08
Dodge Colt DL SW	4847	.33	6839	.43
Dodge Colt Vista SW	1173	.08	1644	.10
Eagle Medallion	1260	.09	4798	.30
Eagle Summit	3408	.23	-	-
Ford Festiva	12205	.83	10183	.63
GM Lotus	28	-	22	-
L-M XR4	621	.04	855	.05
L-M Scorpio	3231	.22	556	.03
Mercury Capri	-	-	-	-
Mercury Tracer	7186	.49	8783	.55
Plymouth Colt DL SW	4450	.30	5986	.37
Plymouth Colt Vista SW	1091	.07	1516	.09
Pontiac LeMans	9112	.62	6838	.43
T/C by Maserati	60	-	-	-
Others			-	-
Total Domestic Sponsored Imports	65012	4.40	70410	4.38
OTHER IMPORTS				
Acura	19697	1.33	18516	1.15
Audi	3022	.20	3716	.23
BMW	11743	.80	11387	.71
Honda	94301	6.39	104086	6.47
Hyundai	31293	2.12	43465	2.70
Mazda	32594	2.21	39776	2.47
Mercedes Benz	10773	.73	12591	.78
Mitsubishi	10207	.69	8916	.55
Nissan	69397	4.70	67493	4.20
Saab	5073	.34	6358	.40
Subaru	22888	1.55	25483	1.59
Toyota	95342	6.46	106988	6.66
Volkswagen	17060	1.16	28427	1.77
Volvo	15611	1.06	12987	.81
Yugo	2213	.15	5424	.34
Others	12618	.85	14118	.88
Total Other Imports	453844	30.74	509747	31.71
GRAND TOTAL ALL IMPORT CARS	518856	35.14	580157	36.09

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	5148	.68	8813	1.14
Dodge RAIDER	1195	.16	1831	.24
Chevrolet GEO TRACKER	1388	.18	-	-
OTHER IMPORTS				
Isuzu	14589	1.93	11437	1.48
Mazda	17107	2.27	15044	2.07
Mitsubishi	6189	.82	3242	1.19
Nissan	26122	3.46	28508	3.68
Subaru	3	-	16	-
Suzuki	5240	.69	11002	1.42
Toyota	37586	4.98	44556	5.75
Volkswagen	621	.08	1354	.17
Others	775	.10	582	.08
Total Other Import Trucks	108232	14.34	122781	15.85
GRAND TOTAL ALL IMPORT TRUCKS	115963	15.36	133431	17.23

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128725	4048998
1985	10888608	4675192
1986	11159842	4801021
(2)1987	10165660	4963888
1988	10477863	5203267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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6400 MONROE BLVD. • TAYLOR, MI 48180 • (313) 292-3200

C7715-3 A
Gd 1989

MARCH
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '89 vs '88	% IND	
	1989	1988		1989	1988
CHRYSLER	17374	33529	53.82	2.09	3.60
(LeBaron)	7280	16958	42.93	.87	1.82
(New Yorker)	7964	9495	83.88	.96	1.02
(5th AVE)	1480	6151	24.06	.18	.66
(Imperial)	-	-	-	-	-
DODGE	38243	44993	85.01	4.58	4.83
(Daytona)	6313	6361	99.25	.76	.68
(Shadow)	6712	6999	95.90	.81	.75
(Spirit)	4850	-	-	.58	-
(Dynasty)	10114	6006	171.67	1.22	.65
(Aries)	2994	11577	25.99	.36	1.24
PLYMOUTH	23145	31690	73.04	2.78	3.41
(Horizon)	2536	4430	57.26	.30	.48
(Sundance)	5399	6345	110.15	.64	.68
(Acclaim)	5926	-	-	.70	-
(Reliant)	3049	13088	23.30	.37	1.41
(Laser)	1997	-	-	.13	-
EAGLE	4960	5194	134.00	.34	.56
(Premier)	4271	2456	173.78	.52	.27
CHRYSLER MTRS CORP	86722	115406	74.20	10.29	12.40
FORD	128048	136564	94.32	15.55	14.70
(Escort)	28934	31105	92.89	2.44	3.34
(Probe)	10503	667	-	1.26	.07
(Mustang)	18128	19213	91.85	2.01	1.96
(Tempo)	17392	22851	76.12	2.46	2.46
(Taurus)	34744	36711	79.32	3.40	3.84
(Crown Victoria)	9600	10787	88.77	1.14	1.16
(Thunderbird)	11446	11745	88.16	1.34	1.22
LINCOLN	14120	15477	95.69	1.84	1.72
MERCURY	39128	47851	92.51	4.77	4.71
(Topaz)	7618	8932	112.78	.94	.74
(Sable)	9101	11385	92.11	1.03	1.18
(Cougar)	9183	10574	96.85	1.10	1.14
(Grand Marquis)	4257	10136	91.33	1.12	1.09
LINC/MERC DIV	56695	69685	92.44	6.74	6.52
FORD MOTOR CO	165843	197449	94.02	26.29	21.22
BUICK	49332	51464	91.56	5.67	5.53
(Skyhawk)	1924	2857	67.18	.23	.31
(Somerset/Skylark)	8331	5089	105.17	.64	.54
(Century)	12585	9958	127.06	1.51	1.07
(Regal)	9716	10241	116.56	.93	1.10
(Riviera)	1557	970	160.52	.19	.12
(Reatta)	149	198	387.76	.07	.02
CADILLAC	23476	21639	108.49	2.82	2.33
(Allante)	263	259	101.54	.03	.03
(Eldorado)	2472	2406	119.37	.74	.26
(Seville)	1688	1792	104.91	.23	.19
CHEVROLET	120749	140320	85.77	14.46	15.08
(Nova)	2520	13350	18.88	.30	1.44
(Celebrity)	19200	27118	70.80	2.31	2.91
(Corsica)	21259	19038	111.32	2.55	2.05
(Beretta)	15203	17551	85.59	1.83	1.89
(Cavalier)	26984	24190	111.47	3.25	2.60
(Camaro)	9259	8971	103.32	1.11	.96
(Corvette)	1690	2283	73.83	.20	.25
(Monte Carlo)	185	3950	4.69	.02	.42
OLDSMOBILE	55739	63069	88.44	6.70	6.78
(Calais)	7670	8553	89.68	.92	.92
(Cutlass Ciera)	17611	19922	88.40	2.12	2.14
(Cutlass)	9447	9181	102.73	1.13	.99
(Toronado)	787	1392	56.10	.09	.15
PONTIAC	66598	67206	99.07	8.00	7.22
(Sunbird)	6577	6875	124.76	1.03	.74
(Grand AM)	18326	20954	87.46	2.20	2.25
(6000)	6288	7610	82.63	.76	.82
(Bonneville)	8771	9723	90.21	1.05	1.04
(Firebird)	5643	5875	96.05	.68	.63
(Fiero)	421	2622	16.06	.05	.28
(Grand Prix)	14253	7711	184.84	1.71	.83
GEN. MTRS CORP	311125	343709	91.10	37.61	36.94
Misc. Domestic	8	13	61.54	-	-
Other Import	248262	273911	90.64	29.81	29.44
U.S. TOTAL	812760	930488	89.50		

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UNITED STATES SUMMARY R. 1-89
MARCH 1989 ISSUED 05/89

BS

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	52636	86520	60.84	2.28	3.41	283848
(LeBaron)	23170	41556	48.54	.87	1.64	140610
(New Yorker)	25371	23893	110.57	1.15	.94	94741
(5th AVE)	4366	18806	23.22	.19	.74	38848
(Imperial)	-	-	-	-	-	-
DODGE	104114	116174	89.62	4.52	4.58	496416
(Daytona)	14037	16265	86.30	.61	.64	70472
(Shadow)	18937	18478	102.48	.82	.73	89259
(Spirit)	9631	-	-	.42	-	2438
(Dynasty)	28903	13449	214.91	1.26	.53	76834
(Aries)	11524	30219	38.13	.50	1.19	101368
PLYMOUTH	62223	87280	71.30	2.69	3.44	333224
(Horizon)	8302	10904	76.14	.36	.43	59777
(Sundance)	19656	17412	112.88	.85	.69	87320
(Reclaim)	1192	-	-	.48	-	2273
(Reliant)	11151	36761	30.33	.48	1.45	110524
(Laser)	1738	-	-	.08	-	-
EAGLE	17630	14776	119.32	.76	.58	62030
(Premier)	10268	4625	222.21	.44	.18	37534
CHRYSLER MTRS CORP	276609	304760	77.64	10.25	12.01	1175518
FORD	374419	376594	99.42	16.28	14.83	1517415
(Escort)	87402	88353	98.25	3.78	3.51	384992
(Probe)	28619	657	-	1.24	.03	66129
(Mustang)	46940	42478	108.14	1.99	1.67	169561
(Tempo)	59139	64384	91.85	2.56	2.54	278714
(Taurus)	82219	102788	79.99	3.56	4.04	376971
(Crown Victoria)	24953	26244	88.76	1.08	1.11	113349
(Thunderbird)	29005	31872	88.74	1.26	1.23	118516
LINCOLN	46058	42442	108.52	1.99	1.67	130506
MERCURY	107333	116202	92.61	4.66	4.58	481396
(Topaz)	22076	18008	122.59	.96	.71	85945
(Sable)	25551	29661	86.14	1.11	1.18	118140
(Cougar)	23389	26774	87.43	1.01	1.05	102424
(Grand Marquis)	24934	26468	94.2	1.08	1.04	115160
LINC/MERC DIV	153430	160768	95.57	6.66	6.34	684187
FORD MOTOR CO	574409	577187	99.5	24.94	21.17	2262002
BUICK	126553	144968	87.30	5.48	5.71	578652
(Skyhawk)	4847	8103	59.82	.21	.32	26080
(Somerset/Skylark)	13066	14168	92.22	.57	.56	58037
(Century)	34029	28214	124.15	1.51	1.11	130383
(Regal)	20941	28887	72.49	.91	1.14	123211
(Riviera)	4297	2814	152.70	.19	.11	11289
(Reatta)	1483	222	668.02	.06	.01	3693
CADILLAC	66262	59146	112.07	2.87	2.33	259772
(Allante)	654	771	84.82	.03	.03	3191
(Eldorado)	7463	6162	121.11	.32	.24	10766
(Seville)	5793	5368	107.92	.25	.21	22184
CHEVROLET	314983	367717	85.66	13.64	14.49	1469632
(Nova)	8193	28872	28.38	.35	1.14	96298
(Celebrity)	55284	67891	81.43	2.39	2.67	252447
(Corsica)	46737	47205	99.01	2.02	1.86	194709
(Beretta)	37535	43962	85.38	1.63	1.73	180181
(Cavalier)	74676	72890	102.45	3.23	2.88	306969
(Camaro)	24876	20726	120.02	1.08	.82	93072
(Corvette)	4054	5701	71.11	.18	.22	22928
(Monte Carlo)	678	11315	5.99	.03	.45	30196
OLDSMOBILE	150496	163094	92.28	6.52	6.43	708449
(Calais)	21808	22888	95.28	.94	.90	104653
(Cutlass Ciera)	47547	53520	88.84	2.07	2.11	235522
(Cutlass)	28002	19889	148.25	1.21	.74	112127
(Toronado)	2079	3449	60.28	.09	.14	15054
PONTIAC	177845	177208	100.36	7.70	6.98	755594
(Sunbird)	20475	18351	111.25	.88	.72	82090
(Grand AM)	52727	55587	94.85	2.27	2.18	226053
(6000)	18592	23202	80.13	.81	.91	96150
(Bonneville)	22980	31388	73.21	1.00	1.24	107055
(Firebird)	12612	13628	92.54	.55	.54	57421
(Fiero)	1314	7013	18.74	.06	.28	24111
(Grand Prix)	35129	13858	253.49	1.52	.55	97733
GEN. MTRS CORP.	836187	912171	91.67	36.21	35.94	3776348
Misc. Domestic	20	26	76.92	-	-	156
Other Import	702106	783658	89.59	30.40	30.88	3265901
U.S. TOTAL	2309331	2537992	90.99			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	5	-	14	182	7.69	-	.01
Chevrolet	109831	25.67	299788	300725	99.69	25.35	24.57
Chrysler	-	-	-	-	-	-	-
Dodge	47196	11.03	132352	139839	94.65	11.19	11.42
Ford	126944	29.68	346218	359876	96.20	29.30	29.43
Freightliner	2589	.61	6419	5947	107.94	.54	.49
G.M.C.	31338	7.32	84507	89105	94.84	7.15	7.28
Hino	169	.04	512	460	111.30	.04	.04
Isuzu	8933	2.09	24562	18730	131.14	2.08	1.53
Iveco	119	.03	444	415	106.99	.04	.03
Jeep	18972	4.43	56533	57805	97.80	4.78	4.72
John Deere	606	.14	1564	1401	111.63	.13	.11
Kenworth	1721	.40	4666	3575	130.52	.39	.29
Mack/Midliner	2193	.51	5943	4795	123.94	.50	.39
Mercedes Benz	176	.04	489	592	70.66	.04	.06
Mitsubishi	3573	.84	10389	14650	70.91	.88	1.20
Navistar	5745	1.34	18429	19263	95.64	1.56	1.57
Nissan	14365	3.36	40720	42564	95.67	3.44	3.48
Peterbilt	1512	.35	4305	3673	117.21	.36	.30
Plymouth	15877	3.71	43212	42755	101.07	3.65	3.49
Pontiac	-	-	-	-	-	-	-
Scania	6	-	30	42	71.43	-	-
Volvo	90	.02	314	420	74.76	.03	.03
Western Star	145	.03	394	401	98.25	.03	.03
White	19	-	56	1222	4.58	-	.10
WHITEGMC	1462	.34	4757	1337	355.80	.40	.11
Other Imports	34002	7.95	94334	113347	84.11	8.06	9.26
Miscellaneous Domestic	238	.07	684	745	90.60	.06	.06
U. S. Total	427888		1182635	1223982	96.92		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	14
Chevrolet	172231	118149	5265	497	46	1559	1876	65
Chrysler	-	-	-	-	-	-	-	-
Dodge	101176	31176	-	-	-	-	-	-
Ford	166330	160923	-	5851	-	1884	7681	3489
Freightliner	-	-	-	-	-	-	-	6419
G.M.C.	40523	37838	542	323	1209	1143	2708	221
Hino	-	-	38	-	98	107	269	-
Isuzu	22426	-	1527	146	52	256	155	-
Iveco	-	-	235	133	57	19	-	-
Jeep	56118	415	-	-	-	-	-	-
John Deere	-	1	108	1219	236	-	-	-
Kenworth	-	-	-	-	-	-	133	4533
Mack/Midliner	-	-	-	-	-	520	638	4785
Mercedes Benz	-	-	-	-	-	185	294	-
Mitsubishi	9467	-	522	-	155	184	51	-
Navistar	-	-	-	31	34	4355	5837	8172
Nissan	40317	-	83	-	160	58	102	-
Peterbilt	-	-	-	-	-	-	258	4047
Plymouth	43212	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	30
Volvo	-	-	-	-	-	-	284	30
Western Star	-	-	-	-	-	-	-	394
White	-	-	-	-	-	-	-	56
WHITEGMC	-	-	-	-	-	-	-	4757
Other Imports	94890	444	-	-	-	-	-	-
Miscellaneous Domestic	-	194	-	-	-	-	-	490
Total	746750	349140	8320	8200	2047	10290	20386	37502
1988 Total	802702	338010	7737	4158	2079	14553	23372	31371
1989 vs '88	93.03	103.29	107.54	197.21	98.46	70.71	87.22	119.54

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	11178	.48	13436	.53
Chevrolet Spectrum	13120	.57	17590	.69
Chrysler Conquest	1597	.07	2265	.09
Dodge Colt DL SW	7873	.34	10914	.43
Dodge Colt Vista SW	1779	.08	2595	.10
Eagle Medallion	2027	.09	6348	.25
Eagle Summit	5328	.23	-	-
Ford Festiva	18646	.81	16260	.64
GM Lotus	45	-	42	-
L-M XR4	1080	.05	1336	.05
L-M Scorpio	3819	.17	890	.04
Mercury Capri	-	-	-	-
Mercury Tracer	11553	.50	13507	.53
Plymouth Colt DL SW	7144	.31	9766	.38
Plymouth Colt Vista SW	1665	.07	2410	.09
Pontiac LeMans	13011	.56	12078	.48
T/C by Maserati	131	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	99386	4.33	109437	4.31
OTHER IMPORTS				
Acura	30867	1.34	28600	1.13
Audi	4458	.19	5758	.23
BMW	17748	.77	18037	.71
Honda	146302	6.34	156272	6.16
Hyundai	48392	2.10	68204	2.69
Mazda	51762	2.24	61972	2.44
Mercedes Benz	16633	.72	19574	.77
Mitsubishi	17292	.75	13820	.54
Nissan	107634	4.66	107856	4.25
Saab	7657	.33	9920	.39
Subaru	35939	1.56	38574	1.52
Toyota	144598	6.26	159184	6.27
Volkswagen	27167	1.18	44052	1.74
Volvo	23325	1.01	21045	.83
Yugo	3128	.14	8620	.34
Others	19204	.83	22160	.87
Total Other Imports	702106	30.40	783658	30.88
GRAND TOTAL ALL IMPORT CARS	802092	34.73	893095	35.19

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	7788	.66	14605	1.19
Dodge RAIDER	1609	.14	2502	.20
Chevrolet GEO TRACKER	2131	.18	-	-
OTHER IMPORTS				
Isuzu	22426	1.90	17478	1.43
Mazda	27267	2.31	24834	2.03
Mitsubishi	9467	.80	14129	1.15
Nissan	40517	3.41	42279	3.45
Subaru	3	-	20	-
Suzuki	7945	.67	17291	1.41
Toyota	58043	4.91	68267	5.58
Volkswagen	934	.08	2050	.17
Others	1142	.10	885	.07
Total Other Import Trucks	167544	14.17	187233	15.30
GRAND TOTAL ALL IMPORT TRUCKS	179072	15.14	204340	16.69

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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APRIL
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS ®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% CHG APR '89	% IND	
	1989	1988		1989	1988
CHRYSLER	21422	24487	-87.43	2.42	2.84
(LeBaron)	9027	12365	-69.67	1.02	1.50
(New Yorker)	6065	6472	-146.04	1.07	.75
(5th AVE)	1579	4227	-37.34	.18	.49
(Imperial)	-	-	-	-	-
DODGE	43629	42764	-102.14	5.18	4.95
(Daytona)	8429	6761	-124.68	1.00	.78
(Shadow)	6548	7230	-91.04	.78	.84
(Spirit)	6305	-	-	.75	-
(Dynasty)	11473	5534	-207.27	1.37	.64
(Aries)	3874	9197	-39.61	.46	1.06
PLYMOUTH	26643	27165	-98.07	3.04	3.15
(Horizon)	2501	4448	-56.27	.29	.52
(Sundance)	6598	5964	-110.67	.82	.69
(Acclaim)	7751	-	-	.91	-
(Reliant)	7791	9854	-79.4	.40	1.14
(Laser)	1668	-	-	.15	-
EAGLE	4572	4444	-147.88	.78	.52
(Premier)	1915	2948	-172.37	.46	.35
CHRYSLER MTRS CORP	46264	48780	-97.45	11.42	11.46
FORD	176854	129544	-104.35	16.12	15.03
(Escort)	27925	28981	-96.47	3.71	3.36
(Probe)	2866	2343	-450.67	1.25	.27
(Mustang)	15423	18296	-84.44	1.87	2.12
(Tempo)	21427	22741	-94.02	2.54	2.64
(Taurus)	31773	31740	-103.86	3.97	3.52
(Crown Victoria)	9895	10502	-94.17	1.17	1.22
(Thunderbird)	10964	10843	-101.14	1.30	1.26
LINCOLN	16905	16074	-105.17	2.01	1.86
MERCURY	43151	40810	-105.74	5.11	4.74
(Topaz)	8019	6572	-122.02	.95	.76
(Sable)	11066	9580	-115.41	1.30	1.11
(Cougar)	9275	10147	-91.44	1.10	1.18
(Grand Marquis)	9440	9956	-94.80	1.12	1.16
LINC/MERC DIV	61138	57611	-106.12	7.25	6.68
FORD MOTOR CO	197012	187135	-105.28	23.37	21.71
BUICK	46500	45863	-101.39	5.51	5.32
(Skyhawk)	1966	2731	-71.99	.23	.32
(Somerset/Skylk)	5478	4205	-130.27	.65	.49
(Century)	11617	9178	-126.57	1.39	1.06
(Regal)	7208	10002	-72.07	.86	1.15
(Riviera)	1946	923	-210.87	.23	.11
(Realta)	605	216	-280.09	.07	.03
CADILLAC	22484	21397	-105.13	2.67	2.48
(Allante)	295	262	-112.60	.03	.03
(Eldorado)	3022	2556	-118.23	.36	.30
(Seville)	2079	1404	-148.08	.25	.16
CHEVROLET	118090	130074	-90.79	14.00	15.10
(Nova)	2272	11458	-19.83	.27	1.33
(Celebrity)	16077	21821	-73.68	1.91	2.53
(Corsica)	18014	18795	-95.84	2.14	2.18
(Beretta)	15322	15917	-96.26	1.82	1.85
(Cavalier)	25836	24524	-105.35	3.04	2.84
(Camaro)	10529	9456	-111.35	1.25	1.10
(Corvette)	1672	2215	-75.49	.20	.26
(Monte Carlo)	128	3756	-3.41	.02	.44
OLDSMOBILE	54334	58673	-92.60	6.44	6.81
(Calais)	8006	8502	-94.17	.95	.99
(Cutlass Ciera)	17597	18699	-94.11	2.08	2.17
(Cutlass)	7655	8288	-92.36	.91	.96
(Toronado)	720	1399	-51.47	.09	.16
PONTIAC	60054	66535	-90.26	7.60	7.72
(Sunbird)	9369	6633	-141.25	1.11	.77
(Grand AM)	17122	20137	-85.03	2.03	2.33
(6000)	6637	8196	-81.42	.81	.95
(Bonneville)	8169	8758	-93.27	.97	1.02
(Firebird)	6827	5774	-118.24	.81	.67
(Fiero)	399	2185	-18.26	.05	.25
(Grand Prix)	10866	7985	-136.08	1.29	.93
GEN MTRS CORP	305485	322569	-94.70	36.21	37.43
Misc. Domestic	12	7	-171.43	-	-
Other Import	244282	253436	-96.39	28.96	29.40
U S TOTAL	843056	861926	-97.81		

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UNITED STATES SUMMARY
APRIL 1989 ISSUED 06/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG VS '88	% INC		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	77058	111007	-66.61	2.32	4.27	263845
(LeBaron)	29197	44621	-52.88	.93	1.71	140610
(New Yorker)	35436	30365	16.70	1.12	.84	34741
(5th AVE)	5345	23033	-25.81	.19	.68	38848
(Imperial)						-
DODGE	147747	148867	-47.88	4.68	4.67	465416
(Daytona)	22466	23016	-97.61	.71	.68	70472
(Shadow)	25525	25706	-84.33	.81	.74	89259
(Spirit)	15977			.51		2438
(Dynasty)	40376	16966	211.64	1.27	.56	76834
(Aries)	15148	19765	-36.49	.48	1.15	101368
PLYMOUTH	87870	114405	-76.87	2.79	3.36	333224
(Horizon)	10923	16352	-71.14	.34	.45	69777
(Sundance)	26550	23776	-111.58	.84	.69	87320
(Acclaim)	18888			.60		2273
(Reliant)	45442	44615	-31.28	1.45	1.37	110624
(Laser)	7004			.22		
EAGLE	24006	13228	125.92	.76	.57	62030
(Premier)	14494	16128	-161.33	.45	.47	37534
CHRYSLER MTRS CORP	332871	407499	-84.56	10.56	11.87	1177518
FORD	417737	508123	-101.11	13.27	14.84	1477815
(Escort)	115728	117420	-91.86	3.68	3.47	354992
(Probe)	39179	3058		1.24	.09	68129
(Mustang)	61761	60740	-101.04	1.95	1.79	164567
(Tempo)	87566	87174	-92.42	2.78	2.56	278114
(Taurus)	116554	131107	-86.98	3.65	3.82	276971
(Crown Victoria)	34847	38743	-89.87	1.11	1.14	113349
(Thunderbird)	39369	43672	-91.52	1.27	1.28	118516
LINCOLN	62463	58516	-107.66	2.00	1.72	140506
MERCURY	150684	156438	-96.02	4.78	4.61	481396
(Topaz)	30095	24580	-122.44	.95	.72	85945
(Sable)	36607	39241	-93.29	1.16	1.16	118140
(Cougar)	31694	36871	-86.58	1.00	1.08	102424
(Grand Marquis)	34404	35426	-94.46	1.09	1.04	116160
LINC/MERC DIV	219628	219769	-100.56	6.93	6.46	684197
FORD MOTOR CO	637365	727892	-98.66	20.20	21.30	2162012
BUICK	177437	162881	-91.68	5.63	4.81	576512
(Skyhawk)	6813	10834	-61.84	.22	.32	25080
(Somerset/Skylrk)	18544	18773	-100.97	.59	.54	58037
(Century)	46646	37392	-124.74	1.47	1.10	110383
(Regal)	28144	26889	-72.38	.89	1.14	123211
(Riviera)	6243	3737	-167.06	.20	.11	11289
(Reatta)	2088	438	-476.71	.07	.01	3893
CADILLAC	88756	86543	-110.20	2.82	2.57	259772
(Allante)	949	1033	-91.87	.03	.03	3191
(Eldorado)	10485	8718	-120.27	.34	.26	30766
(Seville)	7812	6772	-116.24	.25	.20	22184
CHEVROLET	433072	437787	-97.00	13.74	14.65	1469632
(Nova)	10465	40731	-25.95	.33	1.19	96238
(Celebrity)	71361	83712	-79.54	2.26	2.64	252447
(Corsica)	64761	66000	-98.11	2.05	1.94	194709
(Beretta)	52857	59879	-88.21	1.68	1.76	180181
(Cavalier)	100512	97474	-103.18	3.20	2.88	306969
(Camaro)	35405	30182	-117.31	1.12	.89	99017
(Corvette)	5726	7916	-72.33	.18	.23	22928
(Monte Carlo)	806	15071	-5.35	.03	.44	30196
OLDSMOBILE	204830	221767	-92.36	6.50	6.52	708449
(Calais)	29814	31390	-94.98	.95	.92	104843
(Cutlass Ciera)	65144	72219	-90.20	2.06	2.13	235522
(Cutlass)	35657	27177	-131.20	1.13	.80	112127
(Toronado)	2799	4848	-57.74	.09	.14	15054
PONTIAC	241902	243743	-99.24	7.67	7.17	759594
(Sunbird)	29784	24984	-119.21	.94	.73	82090
(Grand Am)	69849	75724	-92.24	2.21	2.24	226053
(6000)	25429	31398	-80.99	.81	.92	96750
(Bonneville)	31149	40146	-77.59	.99	1.18	107055
(Firebird)	19439	19402	-100.19	.62	.57	57421
(Fiero)	1713	9198	-18.62	.05	.27	24111
(Grand Prix)	45569	21847	-210.57	1.45	.64	97733
GEN MTRS CORP	1141671	1234740	-92.46	36.22	36.32	3776348
Misc. Domestic	13	19	-94.97			156
Other Import	946388	1037093	-91.25	30.04	30.50	3269307
U.S. TOTAL	3152286	3399886	-94.74			10479331

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '89 vs '88	% IND	
	1989		1989	1988		1989	1988
Autocar	1	-	17	218	7.80	-	.01
Chevrolet	109126	25.56	408313	409203	99.93	25.41	24.62
Chrysler	-	-	-	-	-	-	-
Dodge	48113	11.27	180463	190781	94.59	11.21	11.48
Ford	129877	30.44	476095	488830	97.39	29.59	29.44
Freightliner	2254	.53	8673	7793	111.29	.54	.47
G.M.C.	30415	7.12	114915	120411	95.44	7.14	7.25
Hino	178	.04	630	679	101.62	.04	.04
Isuzu	7670	1.80	32232	24589	131.08	2.00	1.48
Iveco	133	.03	577	604	95.53	.04	.04
Jeep	19034	4.45	75567	77766	97.17	4.69	4.68
John Deere	713	.17	2277	1941	117.31	.14	.12
Kenworth	1850	.43	6516	4892	133.20	.40	.29
Mack/Midliner	2379	.56	8320	6898	120.61	.52	.42
Mercedes Benz	174	.04	663	931	71.21	.04	.06
Mitsubishi	3335	.78	13724	19613	69.97	.85	1.18
Navistar	6176	1.45	24605	26986	91.18	1.53	1.62
Nissan	13122	3.07	53842	55731	96.61	3.35	3.35
Peterbilt	1686	.39	5991	5053	118.56	.37	.30
Plymouth	16184	3.79	59396	59356	100.07	3.69	3.57
Pontiac	-	-	-	-	-	-	-
Scania	11	-	41	57	71.93	-	-
Volvo	97	.02	411	558	73.66	.03	.03
Western Star	137	.03	531	522	101.72	.03	.03
White	7	-	63	1368	4.61	-	.08
WHITEGMC	1399	.33	6156	2229	276.18	.38	.13
Other Imports	32588	7.63	127922	153728	83.21	7.95	9.25
Miscellaneous Domestic	267	.06	951	1068	89.04	.06	.06
U. S. Total	426928		1609551	1661807	96.86		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	17
Chevrolet	232494	163309	7510	684	56	2137	2638	85
Chrysler	-	-	-	-	-	-	-	-
Dodge	136663	43800	-	-	-	-	-	-
Ford	228066	220914	-	8059	-	2551	11192	5313
Freightliner	-	-	-	-	-	-	-	8673
G.M.C.	54839	51842	736	439	1375	1492	3869	263
Hino	-	-	56	-	135	140	359	-
Isuzu	29510	-	1962	187	70	287	216	-
Iveco	-	-	296	179	78	24	-	-
Jeep	75095	472	-	-	-	-	-	-
John Deere	-	4	153	1733	387	-	-	-
Kenworth	-	-	-	-	-	-	179	6337
Mack/Midliner	-	-	-	-	-	795	847	6678
Mercedes Benz	-	-	-	-	-	258	405	-
Mitsubishi	12538	-	667	-	211	247	61	-
Navistar	-	-	-	50	45	4929	9056	10525
Nissan	53256	-	129	-	231	92	134	-
Peterbilt	-	-	-	-	-	-	336	5655
Plymouth	59396	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	41
Volvo	-	-	-	-	-	-	355	56
Western Star	-	-	-	-	-	-	-	531
White	-	-	-	-	-	-	-	63
WHITEGMC	-	-	-	-	-	-	-	6156
Other Imports	127819	603	-	-	-	-	-	-
Miscellaneous Domestic	-	271	-	-	-	-	-	680
Total	1009236	481215	11509	11331	2588	12952	29647	51073
1988 Total	1083760	463565	11100	6300	2902	19598	31090	43492
1989 vs '88	93,12	103,81	103,68	179,86	89,18	66,09	95,36	117,43

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC BADGE/DEPT IMPORTS				
Chevrolet Sprint/Geo Metro	15936	.51	16886	.50
Chevrolet Spectrum	19281	.61	23185	.68
Chrysler Conquest	2276	.07	3088	.09
Dodge Colt DL Sw	10497	.35	14888	.44
Dodge Colt Vista Sw	2775	.09	3362	.10
Eagle Medallion	2357	.08	7158	.21	
Eagle Summit	1067	.03		
Ford Festiva	19447	.62	21746	.64
GM Lotus	56		64	
L M x84	1701	.05	1711	.05
L M Spirit	4278	.14	1242	.04
Mercury Capri				
Mercury Tracer	16814	.54	17835	.52
Plymouth Colt DL Sw	9338	.30	13327	.39
Plymouth Colt Vista Sw	2241	.07	3105	.09
Pontiac LeMans	17083	.54	18360	.54
T/C By Maserati	121	.00		
Others				
Total Domestic Badge/Dept Imports	126	4.18	145662	4.28
OTHER IMPORTS				
Acura	41803	1.33	38174	1.12
Audi	8566	.27	7641	.22
BMW	24192	.77	24358	.72
Honda	147652	4.68	207764	6.10
Hyundai	85570	2.71	91182	2.68
Mazda	75123	2.38	83420	2.45
Mercedes Benz	22278	.71	26847	.79
Mitsubishi	24993	.79	19091	.56
Nissan	97749	3.10	107716	3.16
Saab	10162	.32	11203	.33
Subaru	46134	1.46	51203	1.49
Toyota	178113	5.65	200144	5.88
Volkswagen	59635	1.89	53787	1.58
Volvo	19451	.62	18726	.55
Yugo	7978	.25	11901	.35
Others	26435	.84	29444	.87
Total Other Imports	1044744	33.1	1127746	33.50
GRAND TOTAL ALL IMPORT CAR	1171	37.2	1273408	37.78

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC BADGE/DEPT IMPORTS				
Dodge RAM 50	18333	.58	20153	.60
Dodge RAIDER	1487	.05	2428	.07
Chevrolet GEO TRACKER	2854	.09		
OTHER IMPORTS				
Isuzu	39158	1.24	47854	1.38
Mazda	37147	1.18	37741	2.03
Mitsubishi	24578	.78	19876	1.14
Nissan	47346	1.51	44311	1.33
Subaru	1		26	
Suzuki	13745	.44	13815	1.43
Toyota	83408	4.61	92421	5.56
Volkswagen	3748	.08	2548	.16
Others	1477	.04	1128	.07
Total Other Import Trucks	232	17.87	250721	15.09
GRAND TOTAL ALL IMPORT TRUCKS	2	19.8	2	16.48

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS UNITED STATES CALENDAR YEAR TOTALS

YEAR	ARS	TRUCKS
(1) 1988	10126726	4048495
1987	10886408	4675142
1986	11139842	4801021
(2) 1985	10154560	4367888
1984	10471863	5209267

(1) REVISED 10/89
(2) REVISED 11/88

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MAY
1989

pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	20670	24260	85.20	2.34	2.75
(LeBaron)	10052	12838	78.30	1.14	1.46
(New Yorker)	8580	7142	120.13	.97	.81
(5th AVE)	1291	3396	38.02	.15	.38
(Imperial)	-	-	-	-	-
DODGE	44467	43321	102.65	5.01	4.91
(Daytona)	8147	7181	113.45	.92	.81
(Shadow)	7126	7619	93.53	.81	.86
(Spirit)	7372	-	-	.83	-
(Dynasty)	11000	6351	173.20	1.23	.72
(Aries)	3539	8292	42.68	.40	.95
PLYMOUTH	27396	29013	94.43	3.10	3.28
(Horizon)	2560	4573	55.98	.29	.52
(Sundance)	6843	7266	93.92	.77	.82
(Acclaim)	9141	-	-	1.04	-
(Reliant)	3453	10422	33.13	.39	1.18
(Laser)	1796	-	-	.20	-
EAGLE	5928	4526	130.98	.67	.51
(Premier)	3612	3460	104.39	.41	.39
CHRYSLER MTR CORP	98461	101120	97.37	11.15	11.45
FORD	141543	133222	106.25	15.34	15.08
(Escort)	28322	28609	99.00	3.20	3.24
(Probe)	13623	3974	346.23	1.54	.45
(Mustang)	17357	17151	101.20	1.96	1.94
(Tempo)	21411	23659	90.50	2.42	2.68
(Taurus)	34977	33765	104.83	3.95	3.77
(Crown Victoria)	9462	9760	96.95	1.07	1.11
(Thunderbird)	10745	11594	92.68	1.21	1.31
LINCOLN	17531	15504	106.22	1.98	1.87
MERCURY	44577	41869	103.21	5.04	4.89
(Topaz)	8740	6656	111.31	.94	.76
(Sable)	11939	11222	106.39	1.34	1.27
(Cougar)	9353	10300	90.81	1.06	1.17
(Grand Marquis)	9264	10404	89.04	1.05	1.18
LINC/MERC DIV	62980	60676	103.80	7.12	6.87
FORD MOTOR CO.	204529	193898	105.48	23.11	21.95
BUICK	43740	44165	112.62	5.62	5.00
(Skyhawk)	2009	2477	81.11	.23	.28
(Somerset/Stylrk)	6810	4780	142.47	.77	.54
(Century)	11960	9424	126.91	1.34	1.07
(Regal)	7248	9784	74.08	.82	1.11
(Riviera)	2194	708	309.89	.25	.06
(Reatta)	867	345	248.41	.10	.04
CADILLAC	22911	22917	99.97	2.59	2.59
(Allante)	244	558	68.16	.03	.04
(Eldorado)	2643	2624	108.35	.32	.24
(Seville)	2255	1742	129.45	.25	.20
CHEVROLET	130584	133651	97.69	14.76	15.14
(Nova)	1857	10115	18.36	.21	1.15
(Celebrity)	20767	21680	95.79	2.35	2.45
(Corsica)	20560	19909	103.27	2.32	2.25
(Beretta)	14863	16441	90.40	1.68	1.86
(Cavalier)	26652	25955	102.69	3.02	2.96
(Camaro)	11060	9346	118.34	1.25	1.06
(Corvette)	1879	2244	83.73	.21	.25
(Monte Carlo)	110	3366	3.27	.01	.38
OLDSMOBILE	54858	60128	91.29	6.20	6.81
(Calais)	8923	8809	101.29	1.01	1.00
(Cutlass Ciera)	18062	18885	95.64	2.04	2.14
(Cutlass)	7988	8568	93.23	.90	.97
(Toronado)	601	1539	39.05	.07	.17
PONTIAC	66941	68502	97.72	7.56	7.76
(Sunbird)	10635	7368	144.34	1.20	.83
(Grand Am)	19167	19992	95.87	2.16	2.28
(6000)	7046	9031	78.02	.80	1.02
(Bonneville)	8399	9178	91.51	.95	1.04
(Firebird)	6758	5761	117.31	.76	.65
(Fiero)	300	2209	13.58	.03	.25
(Grand Prix)	9787	8073	121.23	1.11	.91
GEN MTRS CORP	325064	329384	98.69	36.73	37.30
Misc. Domestic	7	6	116.67	-	-
Other Import	257012	258811	99.30	29.04	29.30
U.S. TOTAL	885073	883219	100.21		

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UNITED STATES SUMMARY
MAY 1989 ISSUED 07/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	93728	135267	69.29	2.32	3.16	283848
(LeBaron)	39249	67359	58.27	.97	1.57	140610
(New Yorker)	44016	37507	117.35	1.09	.88	94741
(5th AVE)	7236	26429	27.38	.18	.62	38848
(Imperial)	-	-	-	-	-	-
DODGE	192210	202188	95.06	4.76	4.72	496416
(Daytona)	30613	30197	101.38	.76	.71	70472
(Shadow)	32661	33327	98.00	.81	.78	89259
(Spirit)	23309	-	-	.58	-	2438
(Dynasty)	51376	25339	202.75	1.27	.59	76834
(Aries)	18697	47677	39.22	.46	1.11	101368
PLYMOUTH	115266	143418	80.37	2.85	3.35	333224
(Horizon)	13483	19925	67.67	.33	.47	59777
(Sundance)	33393	30662	108.91	.82	.72	87320
(Acclaim)	28029	-	-	.69	-	2273
(Reliant)	17995	57037	31.55	.45	1.32	110524
(Laser)	4800	-	-	.12	-	-
EAGLE	30130	23746	126.88	.75	.55	62030
(Premier)	17796	11030	161.34	.44	.25	37534
CHRYSLER MTR CORP	431334	504615	85.48	10.68	11.78	1175518
FORD	653336	639344	102.19	16.18	14.92	1571815
(Escort)	143650	146529	98.04	3.56	3.42	384992
(Probe)	52798	6934	761.44	1.31	.16	68129
(Mustang)	78718	77891	101.06	1.95	1.82	169567
(Tempo)	101977	110833	92.01	2.53	2.59	278714
(Taurus)	150526	166492	90.41	3.71	3.88	376971
(Crown Victoria)	44304	48503	91.34	1.10	1.13	113349
(Thunderbird)	50714	55266	91.76	1.26	1.29	118516
LINCOLN	80494	75020	107.30	1.99	1.75	190506
MERCURY	195260	200119	97.57	4.84	4.68	481396
(Topaz)	38835	31236	124.33	.96	.73	85945
(Sable)	48545	50465	96.20	1.21	1.19	118140
(Cougar)	42017	47177	89.06	1.04	1.10	102424
(Grand Marquis)	43668	46830	93.25	1.08	1.09	115160
LINC/MERC DEV	282607	279075	101.27	7.00	6.52	684187
FORD MOTOR CO	935943	918419	101.91	23.18	21.44	2262002
BUICK	222793	234996	94.81	5.52	5.49	578652
(Skyhawk)	8822	13311	66.28	.22	.31	26080
(Somerset/Skylrk)	25354	23153	109.51	.63	.54	58037
(Century)	58606	46816	125.18	1.45	1.09	130383
(Regal)	35397	48673	72.72	.88	1.15	123211
(Riviera)	8437	4445	189.81	.21	.10	11289
(Reatta)	2945	783	376.12	.07	.02	3893
CADILLAC	111667	103460	107.93	2.77	2.42	259772
(Allante)	1193	1391	85.77	.03	.03	3191
(Eldorado)	13328	11342	117.51	.33	.27	30766
(Seville)	10127	8514	118.95	.25	.20	22184
CHEVROLET	563634	631438	89.26	13.96	14.74	1469632
(Nova)	12322	50446	24.43	.31	1.18	96298
(Celebrity)	92127	111392	82.71	2.28	2.60	252447
(Corsica)	85311	85909	99.30	2.11	2.01	194709
(Beretta)	67720	76320	88.73	1.68	1.78	180181
(Cavalier)	127163	123369	103.08	3.15	2.87	306969
(Camaro)	46465	39528	117.55	1.15	.92	99072
(Corvette)	7605	10160	74.85	.19	.24	22928
(Monte Carlo)	916	18437	4.97	.02	.43	30196
OLDSMOBILE	259718	281895	92.13	6.43	6.58	708449
(Calais)	38737	40199	96.36	.96	.94	104843
(Cutlass Ciera)	83206	91104	91.33	2.06	2.13	235522
(Cutlass)	43645	35745	122.10	1.08	.83	112127
(Toronado)	3400	6387	53.23	.08	.15	15054
PONTIAC	308841	312245	98.91	7.65	7.29	759594
(Sunbird)	40419	32352	124.94	1.00	.76	82090
(Grand AM)	89016	95716	93.00	2.21	2.23	226053
(6000)	32475	40429	80.33	.80	.94	96750
(Bonneville)	39546	49324	80.18	.98	1.15	107055
(Firebird)	26197	25163	104.11	.65	.59	57421
(Fiero)	2013	11407	17.65	.05	.27	24111
(Grand Prix)	55782	29916	186.46	1.38	.70	97733
GEN MTRS CORP	1466731	1564124	93.77	36.33	36.52	3716348
Misc. Domestic	39	39	100.00	-	-	156
Other Import	1203400	1295904	92.86	29.81	30.26	3265907
U.S. TOTAL	4037447	4283105	94.26			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	4	-	21	241	8.71	-	.01
Chevrolet	115668	25.96	524579	516852	101.50	25.52	24.62
Chrysler	-	-	-	-	-	-	-
Dodge	51445	11.54	231908	243410	95.27	11.28	11.60
Ford	133974	30.06	610068	618545	98.63	29.70	29.47
Freightliner	2175	.49	10848	9718	111.63	.53	.46
G.M.C.	31999	7.18	146914	151692	96.85	7.15	7.23
Hino	185	.04	875	838	104.42	.04	.04
Isuzu	7824	1.76	40056	30989	129.26	1.95	1.48
Iveco	185	.04	762	787	96.82	.04	.04
Jeep	21268	4.77	96835	97364	99.46	4.71	4.64
John Deere	649	.15	2926	2493	117.37	.14	.12
Kenworth	1694	.38	8210	6333	129.64	.40	.30
Mack/Midliner	2581	.58	10901	9256	117.77	.53	.44
Mercedes Benz	174	.04	837	1225	68.33	.04	.06
Mitsubishi	3567	.80	17291	24342	71.03	.84	1.16
Navistar	6128	1.38	30733	33554	91.59	1.50	1.60
Nissan	10409	2.34	64251	69709	92.17	3.13	3.32
Peterbilt	1624	.36	7615	6400	118.98	.37	.30
Plymouth	17103	3.84	76499	77184	99.11	3.72	3.68
Pontiac	-	-	-	-	-	-	-
Scania	7	-	48	75	64.00	-	-
Volvo	94	.02	505	669	75.49	.02	.03
Western Star	174	.04	705	627	112.44	.03	.03
White	15	-	78	1478	5.28	-	.07
WHITEGMC	1387	.31	7543	3143	239.99	.37	.15
Other Imports	34978	7.85	162900	190741	85.40	7.93	9.09
Miscellaneous Domestic	310	.07	1261	1363	92.52	.06	.06
U. S. Total	445621		2055169	2099028	97.91		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	21
Chevrolet	297467	210321	9812	838	68	2639	3329	105
Chrysler	-	-	-	-	-	-	-	-
Dodge	174342	57566	-	-	-	-	-	-
Ford	291964	283091	-	10247	-	3187	14700	6879
Freightliner	-	-	-	-	-	-	-	10848
G.M.C.	70040	66562	965	554	1597	1802	5074	320
Hino	-	-	70	-	171	180	454	-
Isuzu	36831	-	2361	226	80	312	246	-
Iveco	-	-	425	215	97	25	-	-
Jeep	96310	525	-	-	-	-	-	-
John Deere	-	7	184	2224	511	-	-	-
Kenworth	-	-	-	-	-	-	220	90
Mack/Midliner	-	-	-	-	-	1066	1123	1712
Mercedes Benz	-	-	-	-	-	335	502	-
Mitsubishi	15824	-	802	-	275	310	80	-
Navistar	-	-	-	57	58	1401	12049	13188
Nissan	63487	-	161	-	300	124	179	-
Peterbilt	-	-	-	-	-	-	380	7235
Plymouth	76499	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	48
Volvo	-	-	-	-	-	-	431	74
Western Star	-	-	-	-	-	-	-	705
White	-	-	-	-	-	-	-	78
WHITEGMC	-	-	-	-	-	-	-	7543
Other Imports	162142	758	-	-	-	-	-	-
Miscellaneous Domestic	-	354	-	-	-	-	-	907
Total	1284906	619184	14780	14361	3157	15381	38767	64633
1988 Total	1356881	587494	14438	8579	3764	23660	38601	55611
1989 vs '88	94.70	105.39	102.37	167.40	83.87	65.01	100.43	116.22

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	21032	.52	20421	.48
Chevrolet Spectrum	23897	.59	29044	.68
Chrysler Conquest	2904	.07	3972	.09
Dodge Colt DL SW	13894	.34	18804	.44
Dodge Colt Vista SW	3030	.08	4128	.10
Eagle Medallion	3530	.09	7719	.18
Eagle Summit	8793	.22	-	-
Ford Festiva	30649	.76	26896	.63
GM Lotus	78	-	90	-
L-M XR4	2278	.06	2123	.05
L-M Scorpio	4575	.11	1813	.04
Mercury Capri	-	-	-	-
Mercury Tracer	22195	.55	22106	.52
Plymouth Colt DL SW	12753	.32	16578	.39
Plymouth Colt Vista SW	2855	.07	3785	.09
Pontiac LeMans	21502	.53	24617	.58
T/C by Maserati	322	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	174287	4.32	182116	4.25
OTHER IMPORTS				
Acura	54178	1.34	47795	1.12
Audi	6911	.17	9645	.23
BMW	28494	.71	30105	.70
Honda	251532	6.23	259257	6.05
Hyundai	81646	2.01	114825	2.68
Mazda	88690	2.20	103515	2.42
Mercedes Benz	28062	.70	34995	.82
Mitsubishi	32909	.82	22467	.52
Nissan	184518	4.57	188116	4.39
Saab	13349	.33	16332	.38
Subaru	60153	1.50	62079	1.45
Toyota	244699	6.06	246079	5.75
Volkswagen	52200	1.29	73651	1.72
Volvo	39318	.97	36327	.85
Yugo	4806	.12	13938	.33
Others	31935	.79	36778	.86
Total Other Imports	1203400	29.81	1295904	30.26
GRAND TOTAL ALL IMPORT CARS	1377687	34.12	1478020	34.51

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-16,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	13077	.64	25595	1.22
Dodge RAIDER	2649	.13	3399	.16
Chevrolet GEO TRACKER	3592	.17	-	-
OTHER IMPORTS				
Isuzu	36631	1.79	28739	1.37
Mazda	46866	2.28	42187	2.01
Mitsubishi	15824	.77	23384	1.11
Nissan	63487	3.09	69175	3.30
Subaru	3	-	27	-
Suzuki	12844	.62	30134	1.44
Toyota	99507	4.84	113995	5.43
Volkswagen	1852	.09	3045	.15
Others	1828	.09	1353	.06
Total Other Import Trucks	279042	13.58	312039	14.87
GRAND TOTAL ALL IMPORT TRUCKS	298360	14.52	341033	16.25

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4648998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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JUNE
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

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1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	21602	25041	86.27	2.27	2.53
(LeBaron)	11358	13091	86.76	1.19	1.32
(New Yorker)	8229	8181	100.59	.87	.83
(5th AVE)	1221	2638	46.29	.13	.27
(Imperial)	-	-	-	-	-
DODGE	48523	48240	100.59	5.11	4.86
(Daytona)	8079	7707	104.83	.85	.78
(Shadow)	6899	9358	73.72	.73	.92
(Spirit)	9351	-	-	.98	-
(Dynasty)	13775	7591	181.46	1.45	.77
(Aries)	3695	8566	43.14	.39	.87
PLYMOUTH	29204	30475	95.83	3.08	3.08
(Horizon)	2834	5610	50.52	.30	.57
(Sundance)	7008	8746	80.13	.74	.88
(Acclaim)	10089	-	-	1.07	-
(Reliant)	3745	8432	44.41	.39	.85
(Laser)	2200	-	-	.23	-
EAGLE	6710	5002	134.15	.71	.51
(Premier)	4657	4155	112.08	.49	.42
CHRYSLER MTRS CORP	106039	108758	97.50	11.17	10.98
FORD	147578	155113	95.14	15.54	15.67
(Escort)	31696	35756	88.65	3.34	3.61
(Probe)	16004	6581	243.18	1.69	.66
(Mustang)	17421	16827	103.54	1.83	1.70
(Tempo)	21078	27416	76.88	2.22	2.77
(Taurus)	36182	38713	93.46	3.81	3.92
(Crown Victoria)	9907	12736	77.79	1.04	1.29
(Thunderbird)	10058	11121	90.44	1.06	1.12
LINCOLN	19807	17890	110.72	2.09	1.81
MERCURY	46406	47755	97.18	4.88	4.82
(Topaz)	8393	8047	104.30	.88	.81
(Sable)	12693	12549	101.15	1.33	1.27
(Cougar)	8689	10334	84.08	.91	1.04
(Grand Marquis)	9935	11564	85.91	1.05	1.17
LINC/MERC DIV	67050	66731	100.48	7.06	6.74
FORD MOTOR CO	214628	221844	96.75	22.60	22.41
BUICK	55301	50073	110.44	5.82	5.06
(Skyhawk)	2231	2188	101.97	.23	.22
(Somerset/Skylrk)	9350	5994	155.99	.98	.61
(Century)	10798	10443	103.40	1.14	1.05
(Regal)	8176	11466	71.31	.86	1.16
(Riviera)	1831	726	252.20	.19	.07
(Reatta)	924	390	236.92	.10	.04
CADILLAC	23456	22124	106.02	2.47	2.23
(Allante)	262	341	76.83	.03	.03
(Eldorado)	3026	2732	110.76	.32	.27
(Seville)	3038	1758	172.81	.32	.18
CHEVROLET	141078	150493	93.74	14.86	15.20
(Nova)	1381	8612	16.04	.15	.87
(Celebrity)	13522	22163	61.01	1.42	2.24
(Corsica)	26480	22215	119.20	2.79	2.24
(Beretta)	16239	22074	73.57	1.72	2.23
(Cavalier)	27840	30084	92.54	2.93	3.04
(Camaro)	12124	10114	119.87	1.28	1.02
(Corvette)	1972	2452	80.42	.21	.25
(Monte Carlo)	84	3230	2.60	.01	.33
OLDSMOBILE	57824	66718	86.67	6.09	6.74
(Calais)	9046	10587	85.44	.95	1.07
(Cutlass Ciera)	18306	21147	86.57	1.94	2.13
(Cutlass)	9157	9613	95.26	.96	.97
(Toronado)	666	1647	40.44	.07	.17
PONTIAC	65483	73880	88.63	6.90	7.46
(Sunbird)	9779	8384	116.64	1.03	.85
(Grand Am)	18877	22621	83.45	1.99	2.28
(6000)	6467	9053	71.43	.68	.91
(Bonneville)	8226	10376	79.28	.87	1.05
(Firebird)	6776	5707	118.73	.71	.58
(Fiero)	267	2476	10.78	.03	.25
(Grand Prix)	9126	8861	102.99	.96	.89
GEN MTRS CORP	343168	363314	94.45	36.14	36.69
Misc. Domestic	11	12	91.67	-	-
Other Import	285789	296225	96.48	30.09	29.92
U.S. TOTAL	949635	990153	95.91		

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UNITED STATES SUMMARY
JUNE 1989 ISSUED 08/89

R. 1-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1989
	1989	1988		1989	1988	
CHRYSLER	115763	160308	72.21	2.31	3.04	283848
(LeBaron)	50798	80450	63.14	1.01	1.52	140610
(New Yorker)	52419	45688	114.73	1.05	.87	94741
(5th AVE)	8493	29067	29.22	.17	.55	38048
(Imperial)	-	-	-	-	-	-
DODGE	241406	250428	96.40	4.81	4.74	496416
(Daytona)	38745	37904	102.22	.77	.72	70472
(Shadow)	39662	42685	92.92	.79	.81	89259
(Spirit)	32726	-	-	.65	-	2438
(Dynasty)	65324	32930	198.37	1.30	.62	76834
(Aries)	22450	56243	39.92	.45	1.06	101368
PLYMOUTH	144934	173893	83.35	2.89	3.30	333224
(Horizon)	16349	25535	64.03	.33	.48	59777
(Sundance)	40504	39408	102.78	.81	.75	87320
(Acclaim)	38178	-	-	.76	-	2273
(Reliant)	21786	65469	33.28	.43	1.25	110524
(Laser)	7063	-	-	.14	-	-
EAGLE	36957	28748	128.56	.74	.55	62030
(Premier)	22515	15185	148.27	.45	.29	37534
CHRYSLER MTRS CORP	539060	613317	87.88	10.75	11.63	1175518
FORD	805256	794457	101.36	16.06	15.06	1577815
(Escort)	176172	182265	96.65	3.51	3.46	384992
(Probe)	69174	13515	511.83	1.38	.26	68129
(Mustang)	96966	94718	102.37	1.93	1.80	169567
(Tempo)	123534	138249	89.36	2.46	2.62	278114
(Taurus)	187669	205205	91.45	3.76	3.88	376971
(Crown Victoria)	54338	61239	88.73	1.08	1.16	113349
(Thunderbird)	61335	66387	92.39	1.22	1.26	118516
LINCOLN	100690	92910	108.37	2.01	1.76	190506
MERCURY	242712	247874	97.92	4.84	4.70	481396
(Topaz)	47346	39283	120.53	.94	.74	85945
(Sable)	61487	63012	97.58	1.23	1.20	118140
(Cougar)	51217	57511	89.06	1.02	1.09	102424
(Grand Marquis)	53663	58394	91.90	1.07	1.11	115160
LINC/MERC DIV.	351111	345806	101.53	7.00	6.56	684187
FORD MOTOR CO.	1156367	1140263	101.41	23.06	21.62	2262002
BUICK	278628	285069	97.81	5.56	5.41	518652
(Skyhawk)	11077	15449	71.47	.22	.29	26080
(Somerset/Skylrk)	34769	29147	119.29	.69	.55	58037
(Century)	69621	57259	121.59	1.39	1.09	130383
(Regal)	43713	60139	72.69	.87	1.15	123211
(Riviera)	10295	5171	199.09	.21	.10	11289
(Reatta)	3888	1173	330.78	.08	.02	3893
CADILLAC	136234	125584	108.48	2.72	2.38	259772
(Allante)	1464	1732	84.53	.03	.03	3191
(Eldorado)	16514	14074	117.34	.33	.27	30766
(Seville)	11382	10272	110.28	.27	.19	22184
CHEVROLET	707079	781930	90.43	14.11	14.84	1469632
(Nova)	13808	59058	23.38	.28	1.12	96298
(Celebrity)	105949	133555	79.33	2.11	2.53	252447
(Corsica)	112127	108124	103.70	2.24	2.05	194709
(Beretta)	84289	98394	85.66	1.68	1.87	180181
(Cavalier)	155211	153453	101.15	3.10	2.92	306969
(Camaro)	59004	49642	118.86	1.18	.94	99072
(Corvette)	9641	12612	76.44	.19	.24	22928
(Monte Carlo)	1004	21667	4.63	.02	.41	30196
OLDSMOBILE	318533	348613	91.37	6.35	6.61	708449
(Calais)	47949	50786	94.41	.96	.96	104843
(Cutlass Ciera)	101839	112251	90.72	2.02	2.13	235522
(Cutlass)	53044	45358	116.95	1.06	.86	112127
(Toronado)	4079	8034	50.77	.08	.15	15054
PONTIAC	375564	386123	97.27	7.49	7.32	759594
(Sunbird)	50294	40736	123.46	1.00	.77	82090
(Grand Am)	108300	118337	91.52	2.16	2.24	226053
(6000)	39030	49482	78.88	.78	.94	96750
(Bonneville)	47862	59699	80.17	.95	1.13	107055
(Firebird)	33133	30870	107.33	.66	.59	57421
(Fiero)	2303	13883	16.59	.05	.26	24111
(Grand Prix)	65130	38877	167.96	1.30	.74	97733
GEN. MTRS CORP.	1816343	1927435	94.24	36.23	36.56	3776348
Misc. Domestic	50	51	98.04	-	-	156
Other Import	150206	159212	94.35	29.96	30.19	3265907
U.S. TOTAL	5013926	5273253	95.08			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE		YEAR TO DATE		% '89 VS '88	% IND	
	1989	% IND	1989	1988		1989	1988
Autocar	2	-	23	257	8.95	-	.01
Chevrolet	125386	26.27	652836	642061	101.68	25.61	24.78
Chrysler	-	-	-	-	-	-	-
Dodge	55029	11.53	287994	300819	95.74	11.30	11.61
Ford	138777	29.10	752327	763252	98.57	29.52	29.45
Freightliner	2384	.50	13801	11815	116.81	.54	.48
G.M.C.	34868	7.31	182576	188151	97.04	7.16	7.26
Hino	211	.04	1102	1021	107.93	.04	.04
Isuzu	8246	1.73	48599	39340	124.49	1.91	1.51
Iveco	249	.05	1021	999	102.20	.04	.04
Jeep	24828	5.20	122873	113406	102.90	4.82	4.41
John Deere	688	.14	3731	3177	117.44	.15	.12
Kenworth	1463	.31	9895	7951	124.45	.39	.31
Mack/Midliner	2406	.50	14167	12041	117.66	.56	.46
Mercedes Benz	204	.04	1043	1518	68.71	.04	.06
Mitsubishi	4049	.85	21680	29107	74.48	.85	1.12
Navistar	7035	1.47	37898	39597	95.71	1.49	1.53
Nissan	10331	2.16	75397	84451	89.28	2.96	3.26
Peterbilt	1447	.30	9603	8008	119.92	.38	.31
Plymouth	19820	4.15	96694	99483	97.20	3.79	3.84
Pontiac	-	-	-	-	-	-	-
Scania	13	-	61	94	64.89	-	-
Volvo	129	.03	645	842	76.60	.03	.03
Western Star	118	.02	830	758	109.50	.03	.03
White	16	-	104	1627	6.39	-	.06
WHITEGMC	1559	.33	9190	4579	200.70	.36	.18
Other Imports	37738	7.91	203179	229230	88.64	7.97	8.85
Miscellaneous Domestic	274	.06	1649	1729	95.37	.06	.07
U. S. Total	477270		2548918	2591013	98.38		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	23
Chevrolet	370024	261832	1260 2	991	82	3107	4043	155
Chrysler	-	-	-	-	-	-	-	-
Dodge	215800	72194	-	-	-	-	-	-
Ford	360722	349340	-	12467	-	3845	17818	8135
Freightliner	-	-	-	-	-	-	-	13801
G.M.C.	86827	83225	1239	680	1911	2129	6199	386
Hino	-	-	85	-	223	231	563	-
Isuzu	44680	-	2835	291	92	357	344	-
Iveco	-	-	571	277	125	48	-	-
Jeep	122261	592	-	-	-	-	-	-
John Deere	-	7	247	2836	641	-	-	-
Kenworth	-	-	-	-	-	-	265	9630
Mack/Midliner	-	-	-	-	-	1663	1809	10695
Mercedes Benz	-	-	-	-	-	407	636	-
Mitsubishi	19910	-	965	-	334	368	103	-
Navistar	-	-	-	69	69	5896	15460	16404
Nissan	74438	-	205	-	355	166	233	-
Peterbilt	-	-	-	-	-	-	480	9123
Plymouth	96694	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	61
Volvo	-	-	-	-	-	-	522	123
Western Star	-	-	-	-	-	-	-	830
White	-	-	-	-	-	-	-	104
WHITEGMC	-	-	-	-	-	-	-	9190
Other Imports	202212	967	-	-	-	-	-	-
Miscellaneous Domestic	95	447	-	-	-	-	-	1107
Total	1593603	768004	18749	17611	3832	18217	48475	79747
1988 Total	1684519	728743	18518	11372	4693	27191	46502	69476
1989 vs '88	94.61	105.47	101.25	154.86	81.65	67.00	104.24	114.78

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	26356	.53	24540	.47
Chevrolet Spectrum	29608	.59	37299	.71
Chrysler Conquest	3557	.07	5102	.10
Dodge Colt DL/SW	16698	.33	22935	.43
Dodge Colt Vista SW	3710	.07	4981	.09
Eagle Medallion	3883	.08	8243	.16
Eagle Summit	10545	.21	-	-
Ford Festiva	36068	.72	32859	.62
GM Lotus	105	-	116	-
I-M XR4	2793	.06	2568	.05
I-M Scorpio	4916	.10	2454	.05
Mercury Capri	-	-	-	-
Mercury Tracer	28999	.58	27193	.52
Plymouth Colt DL SW	15431	.31	20527	.39
Plymouth Colt Vista SW	3538	.07	4672	.09
Pontiac LeMans	27133	.54	30404	.58
T/C by Maserati	495	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	213835	4.26	223893	4.25
OTHER IMPORTS				
Acura	69238	1.38	59012	1.12
Audi	8630	.17	12018	.23
BMW	34767	.69	36503	.69
Honda	314010	6.26	317461	6.02
Hyundai	99375	1.98	140760	2.67
Mazda	109470	2.18	127040	2.41
Mercedes Benz	34840	.69	43354	.82
Mitsubishi	42744	.85	29466	.56
Nissan	228146	4.55	230981	4.38
Saab	16265	.32	19675	.37
Subaru	73689	1.47	75879	1.44
Toyota	311047	6.20	303088	5.75
Volkswagen	65705	1.31	90445	1.72
Volvo	48792	.97	44853	.85
Yugo	5685	.11	16239	.31
Others	39699	.79	45353	.86
Total Other Imports	1502108	29.96	1592127	30.19
GRAND TOTAL ALL IMPORT CARS	1715941	34.22	1816020	34.44

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	16005	.63	30976	1.20
Dodge RAIDER	3669	.14	3913	.15
Chevrolet GEO TRACKER	4486	.18	-	-
OTHER IMPORTS				
Isuzu	44680	1.75	35798	1.38
Mazda	58211	2.28	50937	1.96
Mitsubishi	19910	.78	27917	1.08
Nissan	74438	2.92	83796	3.23
Subaru	3	-	28	-
Suzuki	15191	.60	35585	1.37
Toyota	125190	4.91	137652	5.31
Volkswagen	2345	.09	3558	.14
Others	2239	.09	1570	.06
Total Other Import Trucks	342207	13.43	376741	14.54
GRAND TOTAL ALL IMPORT TRUCKS	366367	14.37	411620	15.89

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888488	4675192
1986	11139942	4801021
(2)1987	10165660	4963808
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

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R.1-89

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JULY
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

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1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	16182	22435	72.13	1.95	2.51
(LeBaron)	7815	12387	63.09	.95	1.39
(New Yorker)	6675	7457	89.51	.80	.83
(5th AVE)	993	1554	63.90	.12	.17
(Imperial)	-	-	-	-	-
DODGE	36617	43016	85.12	4.41	4.80
(Daytona)	6626	7410	89.42	.80	.83
(Shadow)	5850	8778	66.64	.70	.97
(Spirit)	6813	-	-	.82	-
(Dynasty)	8375	6276	133.44	1.01	.70
(Aries)	2817	6814	41.22	.35	.76
PLYMOUTH	24403	27497	88.75	2.94	3.08
(Horizon)	2895	5803	49.89	.35	.65
(Sundance)	5668	8604	64.38	.68	.99
(Acclaim)	8132	-	-	.99	-
(Reliant)	3007	7249	41.48	.36	.81
(Laser)	2186	-	-	.26	-
EAGLE	5330	4878	109.27	.64	.55
(Premier)	3814	3934	96.95	.46	.44
CHRYSLER MTRS CORP	82532	97826	84.37	9.94	10.94
FORD	124152	137617	90.28	14.95	15.38
(Escort)	29465	34859	84.53	3.55	3.90
(Probe)	13304	6614	201.15	1.60	.74
(Mustang)	13776	13930	98.89	1.66	1.56
(Tempo)	17106	23907	71.55	2.06	2.67
(Taurus)	25131	33060	85.09	3.39	3.70
(Crown Victoria)	8337	9501	87.75	1.00	1.06
(Thunderbird)	8658	10139	85.49	1.04	1.13
LINCOLN	15121	15008	100.75	1.82	1.68
MERCURY	39618	42790	92.59	4.77	4.79
(Topaz)	6908	7814	88.41	.83	.87
(Sable)	9624	10174	94.59	1.16	1.14
(Cougar)	7440	9558	77.84	.90	1.07
(Grand Marquis)	9673	10012	96.61	1.16	1.12
LINC/MERC DIV	55402	58904	94.05	6.67	6.59
FORD MOTOR CO	179554	196421	91.41	21.62	21.97
BUICK	48495	46446	104.41	5.84	5.20
(Skyhawk)	1549	1643	94.28	.19	.18
(Somerset/Skylrk)	6423	6177	103.98	.77	.69
(Century)	9511	10035	94.78	1.15	1.12
(Regal)	6846	10116	67.67	.82	1.13
(Riviera)	1555	632	246.04	.19	.07
(Reatta)	736	385	191.17	.09	.04
CADILLAC	20319	19417	104.65	2.45	2.17
(Allante)	263	346	76.01	.03	.04
(Eldorado)	2668	2553	104.50	.33	.28
(Seville)	2156	2037	105.84	.26	.23
CHEVROLET	123635	134933	91.63	14.90	15.11
(Nova)	973	7018	13.86	.12	.79
(Celebrity)	9879	20189	48.93	1.19	2.26
(Corsica)	19711	20976	93.97	2.37	2.35
(Beretta)	13994	18773	74.54	1.69	2.10
(Cavalier)	24841	28503	87.15	3.00	3.20
(Camaro)	9742	8696	112.03	1.17	.97
(Corvette)	2051	1986	103.27	.25	.22
(Monte Carlo)	76	2473	3.07	.01	.28
OLDSMOBILE	49644	62530	79.39	5.98	6.99
(Calais)	8231	10013	82.20	.99	1.12
(Cutlass Ciera)	16311	21417	76.16	1.96	2.40
(Cutlass)	7191	9248	77.76	.87	1.03
(Toronado)	5776	1695	33.98	.07	.19
PONTIAC	56693	64127	88.41	6.83	7.17
(Sunbird)	7917	6982	113.39	.95	.78
(Grand AM)	16862	19786	85.22	2.05	2.21
(6000)	5157	8878	58.09	.62	.99
(Bonneville)	6933	8323	83.30	.83	.93
(Firebird)	5828	4963	117.43	.70	.56
(Fiero)	177	2235	7.92	.02	.25
(Grand Prix)	7410	8532	86.85	.89	.95
GEN MTRS CORP	298815	327482	91.25	36.00	36.64
Misc. Domestic	36	4	900.00	-	-
Other Import	269390	272242	98.95	32.44	30.45
U.S. TOTAL	830327	893975	92.88		

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UNITED STATES SUMMARY R. 1-89
JULY 1989 ISSUED 09/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	131945	182743	72.20	2.26	2.96	283848
(LeBaron)	58613	92837	63.14	1.00	1.50	140610
(New Yorker)	59094	53145	111.19	1.02	.86	94741
(5th AVE)	9486	30621	30.98	.16	.50	38848
(Imperial)	-	-	-	-	-	-
DODGE	278023	293428	94.75	4.76	4.75	496416
(Daytona)	45371	45314	100.13	.78	.73	70472
(Shadow)	45512	51463	88.44	.78	.83	89259
(Spirit)	39539	-	-	.68	-	2438
(Dynasty)	73699	39206	187.98	1.26	.64	76834
(Aries)	25327	63041	40.18	.43	1.02	101368
PLYMOUTH	169337	201390	84.08	2.90	3.27	333224
(Horizon)	19244	31338	61.41	.33	.51	59777
(Sundance)	46172	48212	95.77	.80	.78	87320
(Acclaim)	46310	-	-	.79	-	2273
(Reliant)	24793	72718	34.09	.42	1.18	110524
(Laser)	9249	-	-	.16	-	-
EAGLE	42287	33626	125.76	.72	.55	62030
(Premier)	26329	19119	137.71	.45	.31	37534
CHRYSLER MTRS CORP.	621592	711187	87.40	10.64	11.53	1175518
FORD	929408	931974	99.72	15.90	15.11	1577815
(Escort)	205637	217144	94.70	3.52	3.52	384992
(Probe)	82478	20129	409.75	1.41	.33	68129
(Mustang)	110742	100648	101.93	1.89	1.76	169567
(Tempo)	140640	162156	86.73	2.41	2.63	278714
(Taurus)	215800	238265	90.57	3.69	3.86	376971
(Crown Victoria)	62675	70740	88.60	1.07	1.15	113349
(Thunderbird)	70003	76526	91.48	1.20	1.24	118516
LINCOLN	115811	107918	107.31	1.98	1.75	190506
MERCURY	282330	290664	97.13	4.84	4.71	481396
(Topaz)	54254	47097	115.20	.93	.76	85945
(Sable)	71111	73186	97.16	1.23	1.18	118140
(Cougar)	58657	67069	87.46	1.00	1.09	102424
(Grand Marquis)	63336	68406	92.59	1.08	1.11	115160
LINC/MERC. DIV.	406513	404710	100.45	6.96	6.56	684187
FORD MOTOR CO.	1335921	1336684	99.94	22.85	21.67	2262002
BUICK	32323	331515	98.74	5.60	5.38	578652
(Skyhawk)	12626	17142	73.66	.22	.28	26080
(Somerset/Skylrk)	41192	35324	116.61	.70	.57	58037
(Century)	79132	67284	117.59	1.35	1.09	130383
(Regal)	50559	70255	71.96	.87	1.14	123211
(Riviera)	11850	5803	204.20	.20	.09	11289
(Reatta)	4616	1558	296.28	.08	.03	3893
CADILLAC	156553	145001	107.97	2.68	2.35	259772
(Allante)	1727	2078	83.11	.03	.03	3191
(Eldorado)	19182	16627	115.37	.32	.27	30766
(Seville)	15538	12309	126.23	.27	.20	22184
CHEVROLET	830714	916862	90.60	14.21	14.87	1469632
(Nova)	14781	66076	22.37	.25	1.07	96298
(Celebrity)	115828	153744	75.34	1.98	2.49	252447
(Corsica)	131838	129100	102.12	2.26	2.09	194709
(Beretta)	98283	117167	83.88	1.68	1.90	180181
(Cavalier)	180052	181956	98.95	3.07	2.96	306969
(Camaro)	68746	58338	117.84	1.18	.95	99072
(Corvette)	11692	14598	80.09	.20	.24	22928
(Monte Carlo)	1080	24140	4.47	.02	.39	30198
OLDSMOBILE	368177	411143	89.55	6.30	6.67	708449
(Calais)	56180	60799	92.40	.96	.99	104843
(Cutlass Ciera)	118150	133668	88.39	2.02	2.16	235522
(Cutlass)	62235	54606	110.31	1.03	.89	112127
(Toronado)	4655	9729	47.85	.08	.16	15054
PONTIAC	432257	450250	96.00	7.40	7.30	759594
(Sunbird)	58211	47718	121.99	1.00	.77	82090
(Grand AM)	125162	138123	90.62	2.14	2.24	226053
(6000)	44187	58360	75.71	.76	.95	96750
(Bonneville)	54795	68022	80.55	.94	1.10	107055
(Firebird)	38961	35833	108.73	.67	.58	57421
(Fiero)	2480	16118	15.39	.04	.26	24111
(Grand Prix)	72540	47309	153.33	1.24	.77	97733
GEN MTRS CORP.	2115158	2254916	93.80	36.19	36.57	3776348
Misc Domestic	86	55	156.36	-	-	156
Other Import	177496	1864368	95.02	30.31	30.23	3265907
U.S. TOTAL	5844253	6167210	94.76			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	1	-	24	268	8.96	-	.01
Chevrolet	113689	26.46	766525	760588	100.78	25.74	25.03
Chrysler	-	-	-	-	-	-	-
Dodge	46558	10.84	334551	350474	95.46	11.23	11.53
Ford	121555	28.29	873882	892569	97.91	29.36	29.38
Freightliner	1887	.44	15688	13629	115.11	.53	.45
G.M.C.	31212	7.27	213788	222535	96.07	7.18	7.32
Hino	170	.04	1272	1179	107.89	.04	.04
Isuzu	8081	1.88	56680	46637	121.53	1.90	1.53
Iveco	191	.04	1212	1205	100.58	.04	.04
Jeep	23646	5.50	146519	139800	104.81	4.92	4.60
John Deere	530	.12	4261	3763	113.23	.14	.12
Kenworth	1678	.39	11573	9241	125.24	.39	.30
Mack/Midliner	2043	.48	16210	14160	114.48	.54	.47
Mercedes Benz	198	.05	1241	1767	70.23	.04	.06
Mitsubishi	3437	.80	25117	33268	75.50	.84	1.09
Navistar	7285	1.70	45183	47238	95.65	1.52	1.55
Nissan	12190	2.84	87587	97555	89.78	2.94	3.21
Peterbilt	1465	.34	11068	9225	119.88	.37	.30
Plymouth	17434	4.06	114128	118976	95.93	3.83	3.91
Pontiac	-	-	-	-	-	-	-
Scania	18	-	79	103	76.70	-	-
Volvo	69	.02	714	999	71.47	.02	.03
Western Star	100	.02	930	877	106.04	.03	.03
White	8	-	112	1706	6.57	-	.06
WHITEGMC	1190	.28	10380	5671	183.04	.35	.19
Other Imports	34652	8.07	237831	263739	90.18	7.98	8.68
Miscellaneous Domestic	317	.07	1956	2032	96.75	.07	.07
U. S. Total	429604		2978521	3039204	98.00		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	24
Chevrolet	434764	307329	14794	1181	91	3564	4613	189
Chrysler	-	-	-	-	-	-	-	-
Dodge	250759	83792	-	-	-	-	-	-
Ford	420554	405056	-	14232	-	4722	19983	9335
Freightliner	-	-	-	-	-	-	-	15888
G.M.C.	102262	97307	1441	753	2086	2470	7001	468
Hino	-	-	109	-	271	265	627	-
Isuzu	52245	-	3225	332	98	394	386	-
Iveco	-	-	701	312	148	51	-	-
Jeep	145883	636	-	-	-	-	-	-
John Deere	-	7	275	3246	733	-	-	-
Kenworth	-	-	-	-	-	-	293	11200
Mack/Midliner	-	-	-	-	-	1832	1958	12420
Mercedes Benz	-	-	-	-	-	525	716	-
Mitsubishi	23127	-	1080	-	384	411	115	-
Navistar	-	-	-	77	82	6155	18947	19922
Nissan	86475	-	253	-	401	183	275	-
Peterbilt	-	-	-	-	-	-	537	10531
Plymouth	114128	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	79
Volvo	-	-	-	-	-	-	584	130
Western Star	-	-	-	-	-	-	-	930
White	-	-	-	-	-	-	-	112
WHITEGMC	-	-	-	-	-	-	-	10380
Other Imports	236714	1117	-	-	-	-	-	-
Miscellaneous Domestic	131	536	-	-	-	-	1	1299
Total	1867042	895780	21878	20133	4294	20572	56936	92768
1988 Total	1970332	853382	21790	13928	5408	31499	53403	81462
1989 vs '88	94.37	104.97	100.40	144.55	79.40	65.31	104.93	113.90

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	30481	.52	28246	.46
Chevrolet Spectrum	34776	.60	44912	.73
Chrysler Conquest	4079	.07	6139	.10
Dodge Colt DL/SW	18783	.32	26302	.43
Dodge Colt Vista SW	4294	.07	5952	.10
Eagle Medallion	4021	.07	8964	.15
Eagle Summit	11903	.20	-	-
Ford Festiva	41433	.71	38366	.62
GM Lotus	134	-	145	-
L-M XR4	3176	.05	2978	.05
L-M Scorpio	5196	.09	3150	.05
Mercury Capri	-	-	-	-
Mercury Tracer	34972	.60	32293	.52
Plymouth Colt DL SW	17338	.30	23608	.38
Plymouth Colt Vista SW	4057	.07	5475	.09
Pontiac LeMans	33104	.57	34301	.56
T/C By Maserati	672	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	248419	4.25	260831	4.23
OTHER IMPORTS				
Acura	82160	1.41	69505	1.13
Audi	10384	.18	14128	.23
BMW	40255	.69	42238	.68
Honda	368992	6.31	373033	6.05
Hyundai	113724	1.95	162298	2.63
Mazda	129591	2.22	148910	2.41
Mercedes Benz	41173	.70	50766	.82
Mitsubishi	50712	.87	35267	.57
Nissan	272185	4.66	270656	4.39
Saab	19132	.33	23146	.38
Subaru	85837	1.47	88565	1.44
Toyota	370317	6.34	356300	5.78
Volkswagen	76581	1.31	104153	1.69
Volvo	57410	.98	52953	.86
Yugo	6525	.11	18561	.30
Others	46518	.80	53659	.87
Total Other Imports	1771496	30.31	1864368	30.23
GRAND TOTAL ALL IMPORT CARS	2019915	34.56	2125199	34.46

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	18339	.62	35283	1.16
Dodge RAIDER	4605	.15	4370	.14
Chevrolet GEO TRACKER	5245	.18	-	-
OTHER IMPORTS				
Isuzu	52245	1.75	42873	1.41
Mazda	68237	2.29	58199	1.91
Mitsubishi	23127	.78	31853	1.05
Nissan	86475	2.90	96768	3.18
Subaru	5	-	29	-
Suzuki	17065	.57	39154	1.29
Toyota	147077	4.94	160529	5.28
Volkswagen	2852	.10	4037	.13
Others	2595	.09	1791	.06
Total Other Import Trucks	399678	13.42	435233	14.32
GRAND TOTAL ALL IMPORT TRUCKS	427867	14.37	474886	15.63

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE SALE, REPUBLISHING OR SHARING PROHIBITED

NEW VEHICLE REGISTRATIONS UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11159842	4801021
(2)1987	10165660	4965888
1988	10477863	5209267

(1) REVISED 10/88
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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AUGUST
1989

pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '89 VS '88	% 2MO	
	1989	1988		1989	1988
CHRYSLER	13845	21027	65.84	1.57	2.32
(LeBaron)	6970	12025	57.97	.79	1.33
(New Yorker)	5314	6693	79.33	.60	.74
(5th AVE)	957	1485	65.32	.11	.16
(Imperial)	-	-	-	-	-
DODGE	39214	41511	94.47	4.46	4.58
(Daytona)	5715	6743	84.75	.65	.74
(Shadow)	9556	8581	111.36	1.08	.96
(Spirit)	4890	-	-	.56	-
(Dynasty)	5695	4932	115.47	.65	.54
(Aries)	2789	6622	42.12	.32	.73
PLYMOUTH	32455	28470	114.00	3.69	3.14
(Horizon)	7292	8071	90.35	.83	.89
(Sundance)	10779	8573	125.73	1.23	.95
(Acclaim)	6835	-	-	.78	-
(Reliant)	2927	6896	42.44	.33	.76
(Laser)	2083	-	-	.23	-
EAGLE	6643	4356	152.50	.76	.48
(Premier)	4597	3868	118.22	.50	.41
CHRYSLER MTRS CORP	92157	95364	96.64	10.48	10.52
FORD	135491	139336	97.24	15.40	14.89
(Escort)	32911	34824	94.51	3.74	3.84
(Probe)	13208	8123	162.60	1.50	.90
(Mustang)	13176	12641	105.81	1.52	1.39
(Tempo)	18565	25139	73.89	2.11	2.77
(Taurus)	28106	30450	92.30	3.20	3.36
(Crown Victoria)	12151	7695	157.91	1.38	.85
(Thunderbird)	11184	10763	103.91	1.27	1.19
LINCOLN	15329	12812	119.65	1.74	1.41
MERCURY	45722	42589	107.36	5.20	4.70
(Topaz)	7162	8188	87.47	.81	.90
(Sable)	8973	10491	85.53	1.02	1.17
(Cougar)	9858	10099	97.61	1.12	1.11
(Grand Marquis)	13329	8606	154.88	1.52	.95
LINC/MERC DIV	61724	56507	109.23	7.00	6.23
FORD MOTOR CO	197215	192443	102.48	22.42	21.22
BUICK	49188	48503	101.41	5.59	5.35
(Skyhawk)	1457	1657	88.53	.17	.18
(Somerset/Skylrk)	4312	5212	69.41	.49	.68
(Century)	11142	11228	99.23	1.27	1.25
(Regal)	6728	10506	64.04	.76	1.16
(Riviera)	1643	587	279.90	.19	.06
(Reatta)	634	347	182.71	.07	.04
CADILLAC	20956	23102	90.71	2.38	2.55
(Allante)	281	260	106.08	.03	.03
(Eldorado)	2405	3014	79.79	.28	.33
(Seville)	1253	2257	55.52	.14	.25
CHEVROLET	120015	127545	94.10	13.65	14.08
(Nova)	825	7212	11.44	.09	.80
(Celebrity)	8598	19189	44.81	.98	2.12
(Corsica)	15693	18871	72.56	1.56	2.08
(Beretta)	12166	15982	76.12	1.38	1.75
(Cavalier)	24947	28753	86.76	2.84	3.15
(Camaro)	7964	8336	95.54	.91	.92
(Corvette)	2564	1864	137.55	.29	.21
(Monte Carlo)	55	2060	3.16	.01	.23
OLDSMOBILE	52007	63591	81.78	5.91	7.01
(Calais)	8981	10199	88.06	1.02	1.12
(Cutless Ciera)	16569	23593	70.23	1.87	2.60
(Cutlass)	7177	10474	68.52	.82	1.15
(Toronado)	660	1411	46.78	.08	.16
PONTIAC	57132	60785	93.99	6.50	6.70
(Sunbird)	8359	6700	124.76	.95	.74
(Grand AM)	17272	16622	103.91	1.97	1.82
(6000)	5487	7893	69.52	.62	.87
(Bonneville)	7227	7858	91.95	.82	.87
(Firebird)	4725	4903	96.37	.54	.54
(Fiero)	125	2234	5.60	.01	.25
(Grand Prix)	8324	9404	88.52	.95	1.04
GEN MTRS CORP	299328	323551	92.51	34.03	35.67
Misc Domestic	11	7	157.14	-	-
Other Import	290888	295512	98.44	33.07	32.59
U.S. TOTAL	879599	906877	96.99		

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UNITED STATES SUMMARY R. 1-89
AUGUST 1989 ISSUED 10/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	145790	203770	71.55	2.17	2.88	283848
(LeBaron)	65583	104860	62.54	.97	1.48	140610
(New Yorker)	64408	59844	107.63	.96	.85	94741
(5th AVE)	10443	32066	32.55	.16	.45	38848
(Imperial)	-	-	-	-	-	-
DODGE	317237	334939	94.71	4.72	4.73	496416
(Daytona)	51086	52057	98.13	.76	.74	70472
(Shadow)	55068	60044	91.71	.82	.85	89259
(Spirit)	44429	-	-	.66	-	2438
(Dynasty)	79394	44138	179.88	1.18	.62	76834
(Aries)	28116	69663	40.36	.42	.98	101360
PLYMOUTH	201792	229860	87.79	3.00	3.25	333224
(Horizon)	26536	39409	67.33	.39	.56	59777
(Sundance)	55951	56785	100.29	.85	.80	87320
(Acclaim)	53145	-	-	.79	-	2273
(Reliant)	27720	79614	34.82	.41	1.13	110524
(Laser)	11312	-	-	.17	-	-
EAGLE	48930	37982	128.82	.73	.54	62030
(Premier)	30726	22807	134.72	.46	.33	37534
CHRYSLER MTRS CORP	713749	806551	88.49	10.62	11.40	1175518
FORD	1064899	1067909	99.72	15.84	15.10	1577815
(Escort)	238548	251968	94.67	3.55	3.56	384992
(Probe)	95686	28252	338.69	1.42	.40	68129
(Mustang)	124118	121289	102.33	1.85	1.71	169567
(Tempo)	159205	187294	85.00	2.37	2.65	278714
(Taurus)	243906	268715	90.77	3.62	3.81	376971
(Crown Victoria)	74826	78435	95.40	1.11	1.11	113349
(Thunderbird)	81187	87289	93.01	1.21	1.23	118516
LINCOLN	131140	120730	108.62	1.95	1.71	190506
MERCURY	328052	333253	98.44	4.88	4.71	481396
(Topaz)	61416	55285	111.09	.91	.78	85945
(Sable)	80084	83677	95.71	1.19	1.18	118140
(Cougar)	68515	77168	88.79	1.02	1.09	102424
(Grand Marquis)	76665	77012	99.55	1.14	1.09	115160
LINC/MERC DIV	460237	461211	101.52	6.96	6.52	684187
FORD MOTOR CO	1531136	1529126	100.26	22.80	21.62	2262002
BUICK	376511	380018	99.08	5.60	5.37	578652
(Skyhawk)	14093	18799	74.97	.21	.27	26080
(Somerset/Skylrk)	45504	41536	109.55	.68	.59	58037
(Century)	90274	78522	114.97	1.34	1.11	130383
(Regal)	57287	80761	70.93	.85	1.13	123211
(Riviera)	13493	6390	211.16	.20	.09	11289
(Reatta)	5250	1905	275.59	.08	.03	3893
CADILLAC	177509	168103	105.60	2.64	2.38	259772
(Allante)	2008	2338	85.89	.03	.03	3191
(Eldorado)	21587	19641	109.91	.32	.28	30766
(Seville)	16791	14566	115.28	.25	.21	22184
CHEVROLET	950729	1044407	91.03	14.14	14.77	1469632
(Nova)	15606	73288	21.29	.23	1.04	96298
(Celebrity)	124426	172933	71.95	1.85	2.44	252447
(Corsica)	145531	147971	98.35	2.16	2.09	194709
(Beretta)	110449	133149	82.95	1.64	1.88	180181
(Cavalier)	204999	210709	97.29	3.06	2.99	306969
(Camaro)	76710	66674	115.05	1.14	.94	99072
(Corvette)	14256	16462	86.60	.21	.23	22928
(Monte Carlo)	1145	26200	4.37	.02	.37	30196
OLDSMOBILE	420184	474734	88.51	6.25	6.71	708449
(Calais)	65161	70998	91.78	.97	1.00	104843
(Cutlass Ciera)	134719	157261	85.67	2.01	2.22	235522
(Cutlass)	67412	65080	103.58	1.00	.92	112127
(Toronado)	5315	11140	47.71	.08	.16	15054
PONTIAC	489389	511035	95.76	7.28	7.22	759594
(Sunbird)	66570	54418	122.33	.99	.77	82090
(Grand AM)	142434	154745	92.04	2.12	2.18	226053
(6000)	49674	66253	74.98	.74	.94	96750
(Bonneville)	62022	75890	81.73	.92	1.07	107055
(Firebird)	43686	40736	107.24	.65	.58	57421
(Fiero)	2605	18352	14.19	.04	.26	24111
(Grand Prix)	80864	56713	142.58	1.20	.80	97733
GEN MTRS CORP	2414486	2578467	93.64	35.91	36.45	3776348
Misc. Domestic	97	62	154.45	-	-	156
Other Import	2062384	2159880	95.49	30.67	30.53	3265907
U.S TOTAL	6723652	7074086	95.05			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	-	-	24	275	8.73	-	.01
Chevrolet	120728	27.36	887253	880020	100.82	25.94	25.24
Chrysler	-	-	-	-	-	-	-
Dodge	41619	9.43	376170	394014	95.47	11.00	11.30
Ford	123039	27.90	996921	1019135	97.82	29.16	29.20
Freightliner	2079	.47	17767	15305	116.09	.52	.44
G.M.C.	33722	7.64	247510	257750	96.03	7.24	7.39
Hino	183	.04	1455	1339	108.66	.04	.04
Isuzu	9318	2.11	65998	55384	119.16	1.93	1.59
Iveco	212	.05	1424	1450	98.21	.04	.04
Jeep	22735	5.15	169254	160591	105.39	4.95	4.61
John Deere	597	.14	4858	4387	110.74	.14	.13
Kenworth	1491	.34	13064	10813	120.82	.38	.31
Mack/Midliner	1852	.42	18072	16415	110.09	.53	.47
Mercedes Benz	178	.04	1419	2048	69.29	.04	.06
Mitsubishi	3847	.87	28964	37181	77.90	.85	1.07
Navistar	7871	1.78	53054	55013	96.44	1.55	1.58
Nissan	14183	3.21	101770	112625	90.36	2.98	3.23
Peterbilt	1358	.31	12426	10545	117.84	.36	.30
Plymouth	14956	3.39	129084	133889	96.41	3.77	3.84
Pontiac	-	-	-	-	-	-	-
Scania	6	-	85	112	75.89	-	-
Volvo	52	.01	766	1101	69.57	.02	.03
Western Star	95	.02	1025	970	105.67	.03	.03
White	3	-	115	1745	6.59	-	.05
WHITEGMC	1084	.25	11464	6581	174.20	.34	.19
Other Imports	39691	8.99	277522	306169	90.64	8.12	8.78
Miscellaneous Domestic	355	.08	2321	2274	102.07	.07	.07
U. S. Total	441264		3419785	3487131	98.07		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	24
Chevrolet	503316	355758	17151	1385	101	4282	5056	204
Chrysler	-	-	-	-	-	-	-	-
Dodge	282768	93402	-	-	-	-	-	-
Ford	481952	460120	-	16160	-	6088	22223	10378
Freightliner	-	-	-	-	-	-	-	17767
G.M.C.	118868	112415	1603	847	2199	3369	7691	518
Hino	-	-	128	-	302	319	706	-
Isuzu	61004	-	3597	384	143	431	439	-
Iveco	-	-	842	354	177	51	-	-
Jeep	168570	684	-	-	-	-	-	-
John Deere	-	7	310	3700	841	-	-	-
Kenworth	-	-	-	-	-	-	317	12747
Mack/Midliner	-	-	-	-	-	2036	2191	13845
Mercedes Benz	-	-	-	-	-	593	826	-
Mitsubishi	26721	-	1186	-	439	467	151	-
Navistar	-	-	-	79	91	6652	23614	22818
Nissan	100480	-	314	-	446	211	319	-
Peterbilt	-	-	-	-	-	-	577	11849
Plymouth	129084	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	85
Volvo	-	-	-	-	-	-	829	137
Western Star	-	-	-	-	-	-	-	1025
White	-	-	-	-	-	-	-	115
WHITEGMC	-	-	-	-	-	-	-	11484
Other Imports	276235	1287	-	-	-	-	-	-
Miscellaneous Domestic	234	610	-	-	-	-	2	1475
Total	2149232	1024283	25131	22909	4739	24499	64741	104251
1988 Total	2275642	971112	25310	16670	6189	36531	60234	93443
1989 vs '88	94.45	105.48	99.29	137.43	76.57	63.58	107.48	111.57

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	34728	.52	32897	.47
Chevrolet Spectrum	44249	.66	51354	.73
Chrysler Conquest	4526	.07	6978	.10
Dodge Colt DL/SW	20959	.31	29238	.41
Dodge Colt Vista SW	4891	.07	6833	.10
Eagle Medallion	4132	.06	9445	.13
Eagle Summit	13679	.20	-	-
Ford Festiva	47423	.71	44667	.63
GM Lotus	164	-	170	-
L-M XR4	3591	.05	3470	.05
L-M Scorpio	5454	.08	3764	.05
Mercury Capri	-	-	-	-
Mercury Tracer	41372	.62	37380	.53
Plymouth Colt DL SW	19328	.29	26168	.37
Plymouth Colt Vista SW	4565	.07	6324	.09
Pontiac LeMans	38373	.57	38935	.55
T/C by Maserati	828	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	288262	4.29	297623	4.21
OTHER IMPORTS				
Acura	95686	1.42	82111	1.16
Audi	12586	.19	16285	.23
BMW	45672	.68	48405	.68
Honda	431623	6.42	433141	6.12
Hyundai	129391	1.92	184484	2.61
Mazda	151491	2.25	172680	2.44
Mercedes Benz	47640	.71	57741	.82
Mitsubishi	59155	.88	41284	.58
Nissan	318105	4.73	313545	4.43
Saab	23188	.34	26890	.38
Subaru	98610	1.47	101499	1.43
Toyota	434346	6.46	416695	5.89
Volkswagen	85915	1.28	117598	1.66
Volvo	57674	1.01	62655	.89
Yugo	7441	.11	21770	.31
Others	53861	.80	63097	.89
Total Other Imports	2062384	30.67	2159880	30.53
GRAND TOTAL ALL IMPORT CARS	2350646	34.96	2457503	34.74

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	20685	.60	39280	1.13
Dodge RAIDER	5564	.16	4898	.14
Chevrolet GEO TRACKER	5971	.17	-	-
OTHER IMPORTS				
Isuzu	61004	1.78	51127	1.47
Mazda	79031	2.31	65696	1.88
Mitsubishi	26721	.78	35515	1.02
Nissan	100480	2.94	111702	3.20
Subaru	5	-	31	-
Suzuki	19067	.56	46239	1.33
Toyota	173086	5.06	187558	5.38
Volkswagen	3350	.10	4549	.13
Others	2983	.09	2096	.08
Total Other Import Trucks	465727	13.62	504513	14.47
GRAND TOTAL ALL IMPORT TRUCKS	497947	14.56	548691	15.73

UNITED STATES SUMMARY

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YEAR	CARS	TRUCKS
(1)1984	10128729	4048938
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10965660	4963888
1988	10977863	5209267

(1) REVISED 10/89
(2) REVISED 11/88

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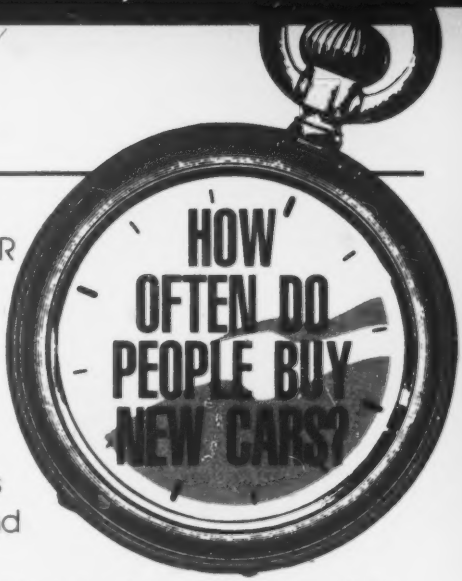
R.1-89



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